



HAY CASTLE

BUSINESS PARTNERS

*As a **Business Partner**, enjoy access to the Castle's spaces and events with a tailored package.*

Build visibility through a variety of advertising approaches which are designed with your commercial interests in mind.

Did you know?

- Hay Castle is a charity and it is on the English / Welsh border at Hay-on-Wye
- Hay-on-Wye is the world's first "book town" and home to Hay Literary Festival
- The Castle welcomed 127,000 visitors in its first year
- The location and Castle are stunningly beautiful and a perfect backdrop
- The Castle's vibrant website at www.haycastletrust.org has a high hit rate:
 - Regular visitors communications across varied media.
 - Multiple opportunities for you to promote your business
 - A big database of contacts and visitors which is used to publicise events

We are looking to raise upwards of £100,000 annually from Business Friends and Partners to enable the Castle to continue its comprehensive programme of activities.

How much to keep lights on?

The completion of the Castle's £9m refurbishment means that we can no longer rely on grants and lottery funding. We need to be self-financing and to balance our books, bearing in mind its fixed overheads are nearly half a million pounds each year. Entrance charges, tours and the Castle's shop cover only about one third of its overheads. The Castle's outsourced café, plus donations from a range of Castle friends and benefactors, also bring in funding but inevitably there is a gap that we are keen to fill with our Business Friends and Partners.

Advertise

Advertise via our website, on our social media platforms, externally in the Castle grounds, on our admission tickets or our Hay Passes. Advertise in our shop or on our point-of-sale receipts, in our newsletters or email correspondence with our supporters. Let us discuss what works.

One of the largest integrated cultural centres outside Cardiff

Extensive facilities

Hosts part of Hay Festival annually

National art gallery status

Exciting

Imaginative

Punching above its weight

Prestige

1. **Prestige.** This is a Castle, not a company. We offer a spectacular building which already has a solid track record in arts, culture and community involvement.

Spaces

2. **Functional spaces.** The 900 year old Castle has interesting spaces and grounds with a range of imaginative possibilities for use. The building is photogenic and would work well for hosting Partner events and in communications with clients / customers.

Events

3. **Events programme.** We have a strong and on-going programme of events with wide appeal. We can potentially invest in new events with Partner support and attract highly targeted audiences to the Castle.

Audience

4. **Audience of Contacts and Visitors.** We have an ever-growing database of subscribers. These might represent an attractive demographic. Our aim would be to put a Partner's name in the forefront and provide strong name recognition and potentially provide sales opportunities.

Association

5. **Literary Festival.** We have an association with the internationally renowned Hay Literary Festival. For two years we have successfully hosted the Hay Winter Festival.

Partners get
Access

Access to Castle spaces, facilities, events and contacts presents creative and wide-ranging possibilities for Partners. We will work with a Partner to figure out how best to capture the value.



Castle Passes to visit the Castle and grounds free of charge.

Become a Business Partner

Call Hay Castle:

01497 820079 and ask about being a Business Partner

Website:

Visit the Contact Us page at www.haycastletown.uk

Reach new
customers

- Meeting place
- Exhibition programme
- Concert venue
- Learning centre

Make the Castle
another home for your
business