

aye write!

Glasgow's Book Festival

"Aye Write! is a people's festival, delivered by Glasgow Libraries and Glasgow Life. There's something for everyone, from real life memoirs to crime and sport. It's an exciting, accessible festival with big literary names as well as emerging talents." The Herald on Aye Write! 2017

For more than a decade Aye Write! Glasgow's Book Festival has been opening minds, expanding horizons and encouraging a love of books in readers of all ages. This includes our schools programme Wee Write - Glasgow's Book Festival for Children & Young People, Scotland's first dedicated festival of its kind.

About Aye Write!

- ◆ One of the largest literary festivals in the UK
- ◆ Attracts over 14,000 attendances annually
- ◆ Takes place over 10 days in March each year at Glasgow's iconic Mitchell Library and venues throughout the city
- ◆ An extensive programme of debates, readings, discussions, workshops and masterclasses
- ◆ Celebrates the best in new and established Scottish writing, alongside works on politics, crime, fiction, poetry, memoir and music.
- ◆ Organised by Glasgow Life, a charity dedicated to inspiring the city's citizens and visitors to lead richer and more active lives through culture, sport and learning.



"The quality of Aye Write!'s events, and its increasing year-on-year success and standing means that you've got to be quick off the mark to secure seats to the big guns in attendance... But Glasgow's Book Festival offers much more to tickle the literary taste buds" The Skinny on Aye Write! 2016



Young readers get to meet Gruffalo author Julia Donaldson

About Wee Write!

- ◆ Held just before the main Aye Write! festival
- ◆ A week-long series of free author events and workshops for schools, with over 12,000 attendances
- ◆ Two public Wee Write! Family Days, featuring a mix of free and paid-for events, with over 2,000 attendances
- ◆ Aims to encourage children and young people to fall in love with reading, to inspire families to read together and to support teachers to make reading fun.

Help us achieve our ambitions:

The financial support of organisations like yours is vital to ensuring the continued existence of Aye Write & Wee Write. In return for your support we offer comprehensive benefits packages ranging from sponsorship of individual events to naming rights for one or both festivals. On the following page you will find examples of some of these benefits, however we are always delighted to work with sponsors to create bespoke packages to match your objectives and budgets.

Celebrate great writing, support new talent and help to increase literacy levels by encouraging everyone to read more through festival sponsorship. Your company will receive brand profile and occasions to engage with a significant ABC1 audience in Glasgow and the West of Scotland.

GILT LEVEL, £2K

PR and recognition

- ◆ Recognition with your company name in text on www.ayewrite.com, in the brochure, and in media releases
- ◆ 'Sponsored by XX' in event entry in the brochure and on www.ayewrite.com
- ◆ 'Thank you' to sponsors from the stage at chosen event
- ◆ Foyer branding opportunities (e.g. pull up banner)
- ◆ Opportunity to use a hospitality area for one event during the festival (subject to availability)

Stakeholder engagement

- ◆ 10 tickets for use across the festival

BRONZE LEVEL, £6K

Gilt level PR & recognition benefits, plus :

- ◆ Company mentioned in the Aye Write e-newsletter to announce the sponsorship
- ◆ Minimum one promotion (e.g. special offer) in the festival e-newsletter
- ◆ Logo on the sponsors' page of www.ayewrite.com and in the brochure

Stakeholder engagement

- ◆ 20 tickets for use across the festival
- ◆ On stage/ side of stage branding opportunities

SILVER LEVEL, £10k

Bronze level PR and recognition benefits, plus:

- ◆ Mention of your company as a sponsor in the overall festival launch release
- ◆ Promotion on the Aye Write! Facebook page (8,516 likes, 8,279 followers). Minimum of two posts or shares
- ◆ Promotion on the Aye Write! Twitter (10,700 followers). Minimum of two tweets or retweets
- ◆ Opportunity for exit leafleting

Stakeholder engagement

- ◆ 30 tickets for use across the festival
- ◆ On stage/ side of stage branding opportunities
- ◆ Meet and greet with Aye Write authors

GOLD LEVEL, £20K

Silver level PR & Recognition benefits plus:

- ◆ 'Aye Write!, sponsored by XX' on festival marketing materials, e.g. posters and leaflets
- ◆ Press release to announce the sponsorship
- ◆ Short message from your company on sponsors' page in the brochure and www.ayewrite.com
- ◆ Inside front cover or back cover advert on brochure and logo alongside main funders on front cover and Aye Write! e-newsletter

Stakeholder engagement

- ◆ 40 tickets for use across the festival
- ◆ On stage/ side of stage branding opportunities
- ◆ Meet and greet with Aye Write authors
- ◆ Exclusive author event for your clients / staff

To discuss any of the above benefits and additional or alternative ways you might like to work with us, please contact Alison Taylor, Deputy Head of Development. Email: Alison.taylor@glasgowlife.org.uk Tel: 0141 287 9811