

BOOKTASTIC 2022

PARTNER PACKAGES



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**ARTS COUNCIL
ENGLAND**



BOOKTASTIC IN A POST-COVID LANDSCAPE

As many live events have experienced, COVID made a significant impact on our finances. However, we are determined to continue with our mission to inspire children as we welcome them into the life-changing world of books and reading.



Our Partners are the ones who keep the words coming at every BookFest. We couldn't function without your financial support, and every penny we raise from our events goes to running and developing future BookFest projects.

This year we are delighted to announce that Arts Council England have invested in BookTastic. Join the growing line-up of organisations that support our annual children's literary festival and be part of something special.



BIGGER AND BETTER THAN EVER

BookTastic began back in 2014 in response to overwhelming demand from the local Bedford population. Despite a low profile, minimal budget and non-existent promotion, we attracted an audience of 600 book lovers.

Since then, literary greats such as Cressida Cowell, Philip Pullman, Chris Riddell and Axel Scheffler have joined us, making BookTastic a core date on the publisher promotional schedule.

A love of reading is one of the most significant influencers of life success and satisfaction (*Education Endowment Foundation*). We believe that all children, regardless of background, should be able to access these benefits. We have developed a hybrid delivery model that combines our in-person events with a virtual platform, enabling all children in schools across the country to access the line-up.



OUR PARTNERS

BookFest — and the work we've done to inspire and engage children — has been made possible throughout our journey thanks to the generosity and support of our amazing Partners.

For 2022's BookFest, we've created a more detailed package of benefits. We know that most of you support us because you believe in what we do, but we want to share details of your generosity with our followers and audiences.

HERE FOR BEDFORD



you can book.me



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OUR PACKAGES

Local Partner - £500

From the beginning we've been supported by small independent businesses that make Bedford such a special place to live and work. Our Local Partner package gives smaller businesses an opportunity to get involved.

- ✓ Name on all materials sent out to schools and locally (flyers go out to all schools across Bedford Borough five weeks before the Festival)
- ✓ Space for sponsor banner at weekend venue
- ✓ Logo on website
- ✓ Family Festival Pass (2 Adults & 2 Children) to event of your choice. (Additional tickets can be purchased at a 25% discount)
- ✓ Dedicated pre- and post- event advert naming partners
- ✓ Social Media coverage — campaign of posts on official BookFest social media channels pre- and post-event
- ✓ Digital media pack for use on your website and email signatures
- ✓ Stickers and official Partner certificate to display in office, shop or workplace



OUR PACKAGES

Corporate Partner - £1500

The support of our larger Partners enables us to develop and extend our opportunities to reach as many young readers as possible. In return, we offer a package containing all the benefits that our Local Partners receive, with the following extras:

- ✓ Company hyperlink in all digital references, directed to landing site of your choice
- ✓ On-screen branding on waiting screen before all online events and stage backdrop at in-person events
- ✓ Invitation to wrap party (Sunday 10th July) for up to 3 additional guests
- ✓ Optional attendance at Schools Programme events (Tuesday 5th and Thursday 7th July) with space allocated for banner at front of marquee (stage area)



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Headline Partner - £5000

Our Headline Partners are just that – partners to the festival, with an extended level of involvement in recognition of the role you will play in supporting us, with maximum exposure before, during and after BookTastic 2022.

In addition to the benefits of previous packages, our Headline Partner package includes the following:

- ✓ Logo and hyperlink in banner image on all YouTube livestreams and channel homepage, website
- ✓ Watermarked logo in all videos
- ✓ 'Meet the Authors' at in-person events (2 guests)
- ✓ Logo on all physical banners displayed prominently across Bedford
- ✓ One day social media takeover
- ✓ Branding on steward/volunteer t-shirts worn at School Programme events (Tuesday 5th and Thursday 7th July) and at weekend festival (Saturday 9th and Sunday 10th July)
- ✓ Featured on post-festival research report examining impact of event across social media and press; ticketing and demographic information; and social impact



OUR PACKAGES

Individual Opportunities

Wrap Party Sponsor - £1500

After all that hard work, BookFest wants to show our gratitude to the Authors, Event Partners, Publishers, and support staff involved in BookFest 2022. We're looking for a sponsor for our wrap party, which will be held at a local Bedford venue. Includes banner at party (provided by sponsor), distribution of materials at event, and attendance for up to 6 representatives (can include guests)

Merchandise Partner

BookTastic is looking for a supplier for t-shirts, tote bags, stickers and other branded merchandise.

Feature on these popular items in exchange for a substantial discount on production and fulfilment costs.



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BOOKTASTIC 2022 PARTNER PROGRAMME

To discuss any of the featured opportunities, or to find out more,
please contact Luke Perry at festival@booktastic.org



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