



Sir Patrick Stewart (patron)

Lemn Sissay (patron) & Greg Stobbs

Hardeep Sahota at the Staffex Free Family Day

HuddLitFest 2024

Sponsorship Packages



Established in 2006, Huddersfield Literature Festival (HuddLitFest) is an award-winning two-week Festival held annually in the Spring - a blend of 50+ digital, outdoor and venue-based events held online and at accessible spaces in Huddersfield. HuddLitFest champions accessibility, diversity and creating opportunities for under-represented groups in our region.


As a not-for-profit organisation, HuddLitFest is able to deliver its exciting programme of activity through fundraising and relies on support from a wide range of stakeholders. The funding landscape is facing huge challenges at the moment and as a result we are looking locally to find businesses who love Huddersfield and its rich cultural offering and are ready to support their continuation and growth.

We are excited to bring HuddLitFest back in 2024 with the support of local organisations and national sponsors.

Accessibility and Inclusion award at The Yorkshire Post Tourism Awards 2022

Creative Champions award at South Pennines Park Awards 2023

And we were a finalist in the Kirklees Diversity, Equality, and Innovation Awards 2022



Perks of being a Supporter

HuddLitFest is Kirklees' only large-scale literature festival showcasing emerging writers and artists alongside major names. The Festival offers a diverse programme of events and regularly welcomes 4,000 visitors in person, with even more online, with an audience approval rating of between 95%-100%. The festival attracts regional press coverage and has a large reach on social media, over 1/2 million in 2023.

As a supporter of HuddLitFest you not only help to support the continuation of our Festival, but you also have a range of perks which help put your business in front of our audiences. Sponsorship can be a more effective and productive way of marketing your business as it increases your brand reputation through community support, and you get direct access to our audiences via social media and email.

Find out how you can support Huddersfield Literature Festival below...



eBook - minimum £250



- ✓ Your logo on the sponsors' page of our website.
- ✓ One social media post announcing the sponsorship with a link to your website.
- ✓ Two tickets to one festival event of your choice.

Paperback - minimum £500



- ✓ Your logo on the sponsors' page of our website with a link to your website.
- ✓ Your logo on the footer of our email newsletter.
- ✓ Your company associated with one of the events at our festival (not headline).
- ✓ One social media post announcing the sponsorship with a link to your website.
- ✓ Your company tagged on all social media posts associated with that event.
- ✓ Your company name listed in our programme.
- ✓ Four tickets to your festival event.
- ✓ One signed copy of the book from your festival event.

Hardback - minimum £1000



- ✓ Your logo on the sponsors' page of our website with a link and caption about your company.
- ✓ Your logo on the footer of our email newsletter.
- ✓ Your company associated with one of the events at our festival (not headline event).
- ✓ Your logo used in the body of our e-newsletter when publicising your event.
- ✓ Two social media posts dedicated to your business: an announcement post and a thank you post around the time of your event.
- ✓ Your company tagged on all social media posts associated with that event.
- ✓ Your company logo in our event programme and on the event webpage that you're sponsoring.
- ✓ Quarter page advert within our digital event programme.
- ✓ Opportunity to use your own marketing materials at the event you are sponsoring.
- ✓ Six tickets to your festival event.
- ✓ Two signed books from your festival event.



Staffex Free Family Day



Celia Imrie



Joanne Harris

First Edition - minimum £2,500 (only 2 available per year)



- ✓ Your linked logo on the homepage of our website and on the sponsors' page with caption about your company.
- ✓ Your logo in the header of our email newsletter.
- ✓ Your company associated with one of the headline events at our festival.
- ✓ Two social media posts dedicated to your business: an announcement post and a thank you post around the time of the event you are sponsoring.
- ✓ Your company logo and company tagged on all social media posts associated with that event.
- ✓ Your company logo on the cover of our programme and on the event page that you're sponsoring.
- ✓ A half page advert within our printed and digital event programme.
- ✓ Your company mentioned in press releases as a major sponsor of the festival.
- ✓ Opportunity to use your own marketing materials at the event you are sponsoring.
- ✓ Opportunity to put a banner up at the event you are sponsoring.
- ✓ Ten tickets to the festival event you are sponsoring.
- ✓ Two signed books from your festival event.
- ✓ Annual VIP event invitations for you and up to 10 people from your company. Details TBC.

Whole Festival Sponsorship

The above packages are designed to allow you to choose a specific area to sponsor at HuddLitFest2024, but if you would like to sponsor the entire festival we will create a bespoke custom perk package. Please get in touch with us via email marketing@huddlitfest.org.uk or telephone 01484 951108.



Milly Johnson on stage with event sponsor banner



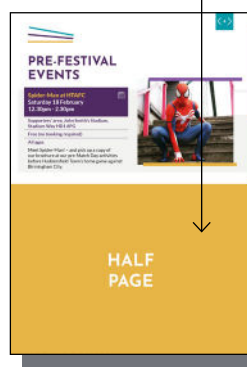
Advertising in our Digital and Printed Brochure

Each year we produce both a digital and printed version of the Festival brochure. This details all of the events that we have on offer during our two week Festival. Within the printed brochure we have limited space for full-page adverts. In our digital brochure, we have space for quarter and half-page adverts.

Full page
£750



Half page
£350

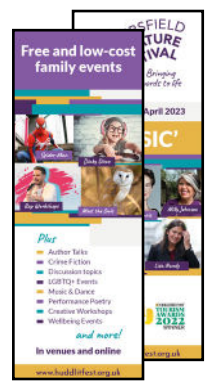


Quarter page
£200



Sponsorship of HuddLitFest Merchandise

Each year we produce a limited amount of merchandise including bookmarks, pens, t-shirts, mugs. They feature the limited edition design for the specific year and also your logo / business information on them. They make an excellent long-term advertising opportunity.



Next Steps – Let's have a chat!

At HuddLitFest we love coffee and conversation, so if you are interested in any of the above sponsorship packages, or you'd like to discuss creating a custom package, please do get in touch with our marketing manager marketing@huddlitfest.org.uk.