



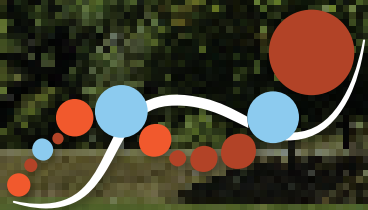
SCONE LITERARY FESTIVAL

For the love of words

About the Festival

The 'Love of Words' in all their forms is what brings us at the Scone Literary Festival together! Whether you love a good novel, delight in poetry, or prefer exchanging wit via a verbal spar, we'd love you to join us in our celebration of literary endeavours. Known as the 'Big Little Festival' the Scone Literary Festival has attracted some truly outstanding authors, pod-casters and producers to a variety of events in the Upper Hunter.

We want all people to have the opportunity to nurture a love of reading and experience the enjoyment, stimulation of ideas, and imagination that it brings to life. Basically, we want to improve the human experience through the love of words!



Storylines

Benefits to the local area

For three days businesses in the Upper Hunter benefit from the additional visitors the Festival brings to our gorgeous locale. It also provides an opportunity to shine a light on Scone and the Upper Hunter's rich and colourful literary history, nurturing it to thrive into the future, while elevating the Upper Hunter's status throughout the state.

With a variety of sponsorship packages available, we invite businesses and organisations to get involved and support us in creating a Festival that will continue to put the Upper Hunter on the map for years to come.

We look forward to bringing 'Sustainability'

to life over three days of community inclusive events in March 2025. We'll be holding workshops, panels, the community Bush Poets Breakfast and hearing relevant dialogues, providing plenty of opportunities to share in our love of communication and connection through words.

Fun Fact

Mark Twain, author of *The Adventures of Huckleberry Finn*, credited as the father of American literature and the greatest humourist America has produced, visited Scone on December 19, 1895 as part of his world lecture tour and recounted in his book, *Following the Equator, A Journey Around the World*. Scone was the only place he visited outside of the capital cities on his world tour.



SPONSORSHIP PACKAGES

THE PAGE-TURNER

\$500 Annual Support

Like ink on the page, the heart and soul of our Festival, you're with us through every chapter, eagerly awaiting what the future holds.

We thank our Page-turners with:

- Signage at a member's event
- Your logo in the appropriate size on our website
- Your logo in the Festival Program
- A thankyou on our social media channels
- 1 free ticket to a single event
- Certificate of appreciation

THE PROTAGONIST

\$2,500 - \$5,000 Annual Support

The central character, this story is about you! Protagonists can sponsor individual events, authors, or writing competitions, reflective of what you're passionate about. You are central to our success through your sizable donation, and to show our appreciation, we'll ensure we give your organisation plenty of kudos through the following:

- Pull up banner at a major event
- Logo on printed programs
- Size appropriate logo on our website
- Welcome address at a minor event
- 2 free tickets to a major event
- Social Media mentions
- Author sponsorship *(to be negotiated on an individual basis for higher end protagonists)
- Exclusive Invitation to the Festival VIP cocktail party. This is an invitation only event.

*Higher end Protagonist.

THE HERO

\$10,000+ Annual Support

With contributions upward of \$10,000 you're certainly the Festival's Hero! Being our Hero gives you serious brand exposure, the satisfaction of making a sizeable contribution towards the preservation of literary endeavours, along with an array of exclusive opportunities to rub shoulders with literary elite!

Our appreciation of your act of heroism could include, but isn't limited to:

- Main logo on website for the year of support
- Main logo on the printed program for the year of support
- Sponsor logo on welcome packages
- Sponsor profile in the newsletter
- Three-minute welcome address at a major event
- Two-minute interview video on social media
- Exclusive logo rights to the VIP and author welcome packages
- Backstage access with an author
- Autographed package – book, handwritten thankyou card or one on one chat with your chosen author * pending negotiations
- Author sponsorship
- VIP cocktail party exclusive Invitation only event.
- 2 Full Festival packages (valued at over \$750)

*Bush Poets Breakfast excluded.

We appreciate all financial support no matter how big or small and we will provide value to our sponsors accordingly.

If you'd love to support the Festival in another way, or have specific ambitions for your sponsorship, please let us know. We'd be delighted to talk with you about your ideas and how we can support one another.