

**WIGTOWN FESTIVAL COMPANY**  
**Big Bang: 8-10 March 2019**



**Background**

At Wigtown Festival Company we aspire to make Dumfries & Galloway a better place to be a writer and a reader – a place where literature changes lives. In producing the annual Wigtown Book Festival and a year-round programme of literary activity such as **Big Bang**, we aim to develop the literary and cultural wealth, and support the economy of Wigtown and the wider region.

Wigtown became Scotland's National Book Town in 1997 and its award-winning Book Festival takes place every autumn. In 2018 the Festival celebrated its 20<sup>th</sup> anniversary with guests including Clare Balding, Susan Calman, Stuart Cosgrove, Cameron McNeish and Sally Magnusson. The audience grew by 11% to more than 29,000 and the event generated approximately £3.45m for the region's economy.

Our year-round programme includes: **Big Bang**, a literature and science weekend; **Big DoG**, a children's book festival for Dumfries; **Hooked**, an inspirational day for young readers and writers in Dumfries; **mentoring** for adult and young writers; **the Writer's Gathering** to support emerging writers in the region; and **Give Voice** storytelling and reminiscence sessions in care homes.



**Big Bang: 8-10 March 2019**

Now in its third year, **Big Bang** brings together science, literature and the arts for a weekend of events and activities to inspire, entertain and inform the whole family.

The 2019 programme includes: The Big Bang Supper; Alistair Tait talking about *Life on Mars*; Claire Barcham of the British Space Agency on *Scotland's Space Age*; and Leo Enright discussing the *Apollo Retrospective*.

**Big Bang** takes place during the shoulder months of the year when Wigtown is traditionally quieter, aiming to increase footfall and support the local economy by bringing an audience of 1,000 people to explore the town and participate in the programme.

We would welcome your support as a sponsor for this year's **Big Bang** programme.

## **Big Bang Sponsorship**

Below are some of the sponsorship opportunities for Big Bang, though we are always happy to discuss your needs and what you are aiming to achieve through working in partnership with us.

<i>Sponsorship Level</i>	<i>Benefits</i>
£1,000 + VAT Big Bang Headline Sponsor	<ul style="list-style-type: none"><li>• Named as headline sponsor in all publicity materials including on the cover of the A5 printed programme (print run of 5,000).</li><li>• Hospitality opportunities, including 4 tickets to the Big Bang Supper and for the opening event with Heather Couper and Nigel Henbest on Friday 8 March.</li><li>• 4 tickets for other events for staff or competitions.</li><li>• Branding on stage in the County Buildings Main Hall at every event.</li></ul>
£500 + VAT Big Bang Ticket Sponsor	<ul style="list-style-type: none"><li>• Named as ticket sponsor in the Big Bang programme (print run of 5,000) and on every ticket.</li><li>• Hospitality opportunities, including 2 tickets to the Big Bang Supper and for the opening event with Heather Couper and Nigel Henbest on Friday 8 March.</li><li>• 2 tickets for other events for staff or competitions.</li><li>• Branding in the Big Bang Box Office for the duration of the event.</li></ul>
£100 + VAT Event Sponsor	<ul style="list-style-type: none"><li>• Sponsorship of one event in the 2019 Big Bang programme, listed as sponsor for that event within the programme (print run 5,000).*</li><li>• Branding on stage at the event.</li><li>• Thank you from the event host.</li><li>• Two complimentary tickets to the sponsored event.</li></ul>

*\*As an Event Sponsor you would receive details of the Big Bang programme and be asked to select three events of which you would be happy to sponsor any one.*

### **Terms:**

- Deadline for sponsorship applications is **Wednesday 30 January 2019**.
- Invoices for payment will be forwarded by end February for payment by **31 March 2019**.
- Branding (pop up banners and or roll out banners) and display materials should be dispatched for the attention of Kenny Barr to arrive no later than **Tuesday 26 February**.

If you would like to discuss any of the above opportunities, please get in touch.

Best wishes,



Kenny Barr, Sponsorship Coordinator  
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