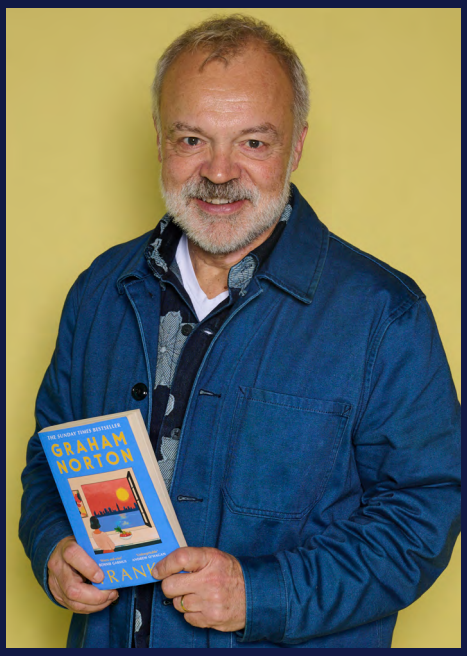
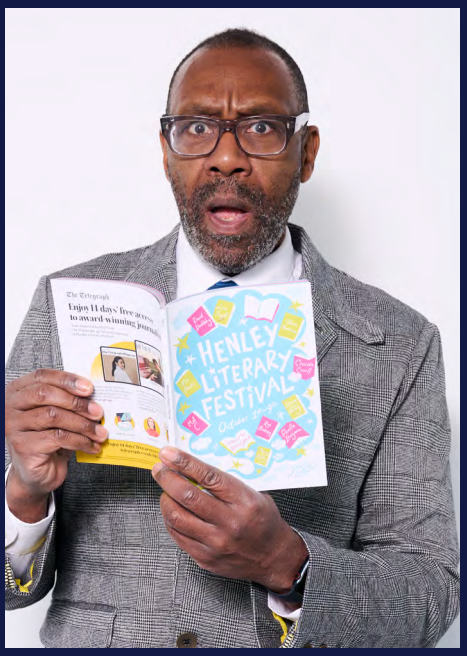
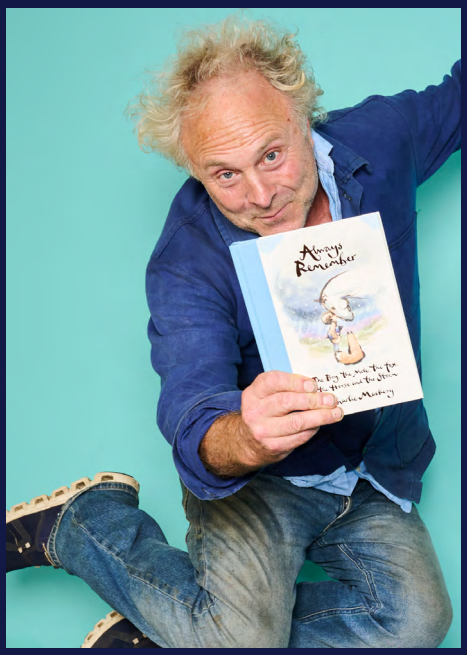






HENLEY LITERARY FESTIVAL

Henley Literary Festival Sponsorship 2027









Sponsorship in 2027

The 2026 Henley Literary Festival was our best ever, with record ticket sales, a stellar line up and glowing feedback from our audiences, authors, interviewers and sponsors.

This year's Henley Literary Festival reached our biggest audience ever with over 26,000 tickets to the public events sold and over 52,500 people reached, including schools and care homes in person and online.

WHY SPONSOR THE HENLEY LITERARY FESTIVAL?

The value of Literary Festivals lies in their ability to bring people together, spark discussions and broaden horizons. Partners are a vital part of keeping the Festival going and helping us to reach a wide audience and promoting the love of literature, books and reading to all ages.

ABOUT THE FESTIVAL

- 2027 will be our **21st year** and will take place from 1st–10th October;
- We run **three venues** in Henley over 10 days, hosting over **150 events** (500/210/80 seater venues);
- Our adults and children's programme encompasses a wide range of events covering fiction and non-fiction on everything from music, science, sport, history, politics, food and drink, travel, health, fashion, current affairs and much, much more;
- Our printed Festival programme is read by over **40,000 people** and is distributed through shops, events, door drops locally from July through to October;
- **52,521 audience members** watched events in person and online in 2026, a rise of 13.25% from 2025
- **52%** of our audience is aged **45+**
- Our Email database now consists of over **32,000 people**, over a third of which are based within a 10-mile radius (covering areas such as Henley, Reading, Maidenhead, Marlow, Wallingford, Watlington and Wokingham);
- Our database is growing every year - in 2026 we added over **2,000 new names**;
- During the week of the festival we had over **47,000 unique website page visits**, with visitors from all over the UK as well as USA, South Korea, Australia the Netherlands and many more countries all over the world!
- In 2026 we had **5,058,912 social media content views** during the festival and **70 news and media stories** in the run up to, and during the week of the festival.

WHAT TYPE OF SPONSORSHIP IS AVAILABLE?

We're looking to work with partners to create more bespoke packages that help to achieve their desired objectives. Listed below are some of the options that sponsors can choose. Sponsorship fees will vary depending which are chosen and we will build a package that suits the sponsor.

- Use of our entrance marquee for one day during the Festival. The space can be used for the day as you wish (having a sales team to meet guests and to hand out brochures/information, entertaining guests etc);
- Inclusion in the Henley Literary Festival intro video which will be played at all events – with a thank you to the partner for their support to the Festival;
- In addition to the above, the partner would be included on the Henley Literary Festival reel played at all events throughout the Festival (this is a static slide that promotes your company and highlights any offers you have for Festival goers);
- Opportunity to place marketing materials on seats at events (events to be mutually agreed);
- The opportunity to play a marketing video at events while the audience is being seated (events to be mutually agreed);
- Featured on Henley Literary Festival's website 'Sponsors' page with information, logo and link;
- Inclusion on two promotional emails to our database of 32k+ featuring the Sponsor (alongside HLF content);
- Full page advert in the printed programme;
- 40 free tickets to events across the Festival – maximum 15 per single event – subject to availability;
- Opportunity to purchase additional tickets for all events before the public booking opens;
- Branding on the All Sponsors banner at entrance to every venue;
- Tagging in social media posts and stories throughout the Festival;
- Opportunity to run a competition alongside HLF on social media.



A Look Back at 2026

There will always be stories, there will always be poems, even in times of darkness and destruction, confusion and crisis – perhaps especially then. Literature cannot stop wars or heal a broken world, but without it we each would be so much lonelier.
This wonderful Elif Shafak quote was shared with her permission at the end of every event as it sums up everything we believe.



I need to read like I need to eat. So for example I try and do two nights a week when I put Early Night in my Ical in my phone so that if someone says are you free? I don't make the error of saying yes. Obviously sometimes I will give up my early night, but if I can on a Saturday, say I get up, I do potter about, and then I will go and lie down again and read.
Nigella Lawson on the importance of reading

One lovely thing about writing novels is you can bring people back to life.
Matt Haig talking about one of his characters being based on his nan.



Thank you so much for hosting me. If I was back home in Afghanistan I would not be able to do this, I would be voiceless.
Zahra Joya, Author

What a great audience you have. Responsive and attentive.
Maggie O'Farrell, Author

Thank you so much for everything, we were blown away, as was Charlie, by the care that went into everything. It was such an incredible audience response (especially given our short sale window!) and a real stand out in the many events Charlie had done.
Charlie Mackesy publicist



Just a quick note that my team and authors are all full of such amazing praise for Henley – such smooth operations, great audience numbers, authors so well taken care of – in all the events we're doing Henley is really standing out in the best kind of way.
Laura Nicol, Publicist

Henley is so much more than a Festival. It's stories, movements and conversations, and every time I step away, I've learned something that helps me grow. It's a little bubble. The last glow of summer, falling on a beautiful part of the world, full of brilliant people.Thank you, Henley. Until next year.
Leah Boleto, Interviewer



What a treat to be a very small part of HLF's 20th Anniversary Year. Our partnership with the Festival is simply invaluable to our business and we look forward to working together for the next 20! Thank you to an unbeatable team.
Sponsor

What an incredible week – so many events, so many brilliant authors, the best green room in the business and the loveliest team. Honestly, HLF is the highlight of my year and I'm bereft it's over for another year.
Gaby Huddart, Interviewer

A Look Back at 2026

Just to say a HUGE thank you for inviting me to be a part of Henley Lit Fest 2026 as a presenter. It was an absolute pleasure as always, both fun and thought-provoking, inspiring creatively and intellectually, backstage and onstage. And what a beautiful town.
Bidisha Mamata, Interviewer



Just to say that I and all my guests thought that it was the best ever year! We were not disappointed by any of the performances and we were all left with some wonderful memories. Huge thanks to you and your colleagues for your efforts, and for being so charming and welcoming. In addition, heartfelt appreciation for ensuring that we had such excellent seats for each talk – it really does make a difference!
Platinum friend and Festival-goer



Thank you! It was an absolute delight to be involved again this year. You guys are just the loveliest team and what you do with this Festival is just brilliant. So proud I get to be involved in a small way.
Venue Manager

To see the impact, inspiration and magic that you deliver every year – in spectacular form this year, looking at all those incredible achievements – is a very special thing.
Sponsor



We can HONESTLY say that, from a publicist's experience, you are the best! The best organised Festival in the UK.
Publicist, Julia Donaldson

Thank you so much to Henley Literary Festival for providing Live Stream for those of us who are unable to be in the tent. Writing as someone who once was a literature and drama educator; and in an age where literature is so important to our understanding of the world, you have made this process of engaging with the written word so much more accessible. I have been somewhat disappointed to see that Henley is one of the very few Literature Festivals who allow those of us with a disability to be able to join in.
Online Festival-goer



I wanted to say how much I enjoyed both events and compliment you on the quality of the livestreaming. Although it is always nice to experience the atmosphere of a live event, I did not feel that I missed anything and it was perfect for anyone unable to attend in person.
Online Festival-goer

Thank you to you and your brilliant team for giving us such a wonderful opportunity to shine a spotlight on ovarian cancer and the research taking place at Imperial. It was a terrific evening, made even more special by everyone's generosity.
Lubna Arif-Schmidt, Ovarian Care Fund

Loving the Festival! Our son has never been so excited about books as after today.
Festival-goer

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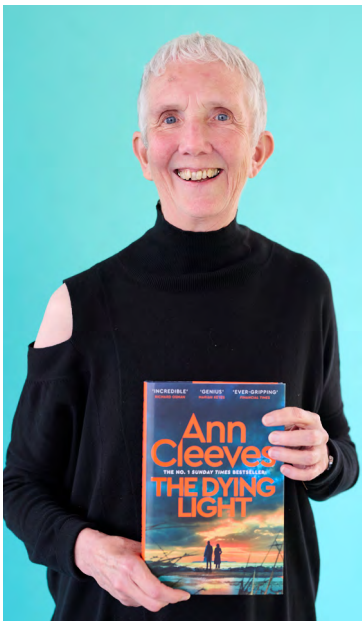






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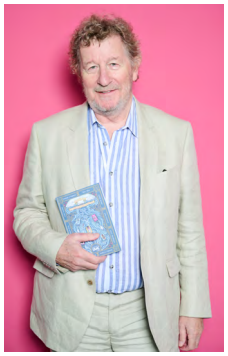


















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