



CASTLE HOWARD

The Brideshead Festival

26-28 June 2020 at Castle Howard



Sponsorship and Advertising Proposal



Granada TV series of
Brideshead Revisited, 1981



Background

To mark the 75th anniversary of the publication of Evelyn Waugh's novel, *Brideshead Revisited*, the Brideshead Festival will celebrate and interrogate the ongoing appeal of this seminal novel and its screen adaptations.

Bringing together the worlds of literature, film, TV and heritage, the Festival promises to be one of the most exciting new additions to the cultural calendar in 2020.

The Festival will take place from 26 to 28 June 2020 at Castle Howard, Sir John Vanbrugh's baroque masterpiece that became synonymous with *Brideshead* when it was used as the location for the agenda-setting 1981 TV adaptation and the subsequent feature film in 2008.

Published in 1945, *Brideshead Revisited* is arguably Waugh's most popular novel, having won legions of fans around the world in its 75-year history. The Festival will explore the place the book holds in the hearts of readers and viewers and the novel's themes of youth, sexuality, nostalgia, decadence, religion and class.

The Festival

Taking place over the weekend of **26 to 28 June 2020**, the **Brideshead Festival** will feature a stellar line-up of writers, biographers, leading actors and crew, and will include screenings, discussion panels, performances and exclusive tours.

The Brideshead Festival will explore the 'magic power' and enduring nature of *Brideshead Revisited*. What makes the book a classic? Why have its adaptations captured the hearts and imaginations of generations of viewers? Whatever happened to Aloysius?

A host of activities will pay homage to scenes and themes in *Brideshead* including a Teddy Bear's Picnic, a Wine Tasting at the Temple of the Four Winds and an immersive Brideshead Party. Bespoke Brideshead tours will offer a look behind the scenes of the iconic adaptations and a specially commissioned sound installation will focus on Castle Howard's place in the Brideshead story. Echoing the theme of plenty in the novel, food and drink will be a particular feature with local producers and well-known chefs, including Jeremy Lee, providing Brideshead-inspired culinary experiences.

Castle Howard statistics and audience

- Over 250,000 visitors annually
- Over 175,000 web hits per month
- Over 37,500 customers who receive our regular e-newsletter
- Over 34,500 'likes' on Facebook
- Over 12,500 followers on Twitter
- Over 27,000 followers on Instagram
- Over 35,000 connections of Weibo and WeChat



Sponsorship opportunities

The Brideshead Festival offers sponsors the opportunity of a brand association with one of the most exciting new events in the UK's cultural calendar. Marketing and PR for the festival will be handled by Mark Hutchinson of Mark Hutchinson Management whose clients include J K Rowling and Nigella Lawson. The Castle Howard Marketing and Events Team are also on hand to support and facilitate the sponsorship partnerships and the marketing benefits.

Specific opportunities include:

- Naming rights to individual elements of the festival and its events
- Branding on marketing and advertising material
- An allocation of tickets for the festival and party
- Acknowledgement with logo and link on Castle Howard website on the festival events page
- Social media
- Press release to announce the sponsorship
- Programme advertising



Miramax film production of
Brideshead Revisited, 2008



- Hospitality for clients:
 - Opening night, black tie, Brideshead-themed dinner in Castle Howard's sumptuous Long Gallery attended by the famous cast plus the Waugh family. The food will be prepared by a celebrity chef such as Jeremy Lee.
 - Saturday night festival-themed party in the iconic setting of Castle Howard, including lavish food and drink, performances and 1920s jazz.
 - Two Teddy Bear's Picnics hosted by the original Aloysius and Anthony Andrews.
 - Picnics and punting on the South Lake against the magnificent back drop of the south front.
- A longer-term association with Castle Howard as a Corporate Partner

The difference your support makes

As well as being much loved, Castle Howard is a place of major international, historical and architectural significance. Comprised of 8,800 acres, the House and landscape is a hugely popular heritage attraction and the Estate has been a major contributor to the local and regional economy for more than 300 years. Every pound raised by the Estate goes back into the conservation of the buildings and landscape, helping sustain and preserve them for future generations to enjoy.

As a Corporate Sponsor you will play a vital role in supporting the work of Castle Howard. Funds generated from corporate support and sponsorship are invested in conservation projects like extending areas into wildflower meadows and partnering with local schools to create opportunities for children to learn about ecology and conservation, as well restoration work to some of the 200 listed buildings and monuments, including Hawksmoor's magnificent mausoleum.

We would be delighted to tell you more about these projects and how your support will make a difference. For an initial conversation to explore the opportunities and your business needs, please email Caitlin Hazell on sponsorship@castlehoward.co.uk



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