

author in me

THE 6th ANNUAL



AIM
LITERARY
FESTIVAL 2025



The AIM Literary Festival is a space where authentic, unfiltered stories are shared - stories that empower, connect, and challenge perspectives.

1ST OCTOBER TO 5TH OCTOBER

www.aimlitfestival.com

BE PART OF THE
FASTEST GROWING NETWORK
OF GLOBAL STORYTELLERS
IN THE UK

**SPONSORSHIP
PACK**



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

→ [read our story](#)



THE MISSION

The AIM Literary Festival is a vibrant celebration of storytelling, creativity, and diverse voices, organised by **Author In Me** Publishing, an award-winning small press dedicated to publishing **thought-provoking and transformational stories with a global perspective**. We particularly focus on South Asian Stories that remain hugely underrepresented in the UK publishing industry.

THE VISION

Celebrating Diversity: Highlighting voices from varied cultural, social, and literary backgrounds.

Inspiring Future Generations: Encouraging young writers and readers to explore storytelling as a form of creative expression.

Fostering Connection: Bringing communities together through shared narratives, knowledge exchange, and collaboration.



THE TIMELINE

Entering its sixth year in 2025, the festival has grown from a modest two-hour online event into a vibrant week-long celebration of storytelling, cultural diversity, and knowledge exchange. Held every October, **AIM Literary Festival champions creativity, diverse narratives, and transformative ideas, uniting authors, industry professionals, and readers for an enriching literary experience.**



2020	2 HOUR ONLINE FESTIVAL
2021	2 DAYS ONLINE FESTIVAL
2022	1 FULL DAY IN PERSON EVENT
2023	1 FULL DAY IN PERSON EVENT
2024	1 WEEK IN PERSON EVENT
2025	1 WEEK IN PERSON EVENT





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THE SUPPORT

Supported by **Arts Council England**, the AIM Literary Festival is committed to championing inclusivity in publishing and fostering meaningful dialogue between authors, editors, and readers. We are also supported by **The Nehru Centre, Empathy Lab, Inclusive Books For Children, Roald Dahl Museum, Brent and Buckinghamshire Libraries, Youth Libraries Group, UK Asian Film Festival, South Kensington Bookshop and the South Asian Heritage Month.**



The Nehru Centre
London



भारत का उच्चायोग, लंदन
High Commission of India
London, United Kingdom



Member 2022
Independent Publishers Guild



UK ASIAN
FILM FESTIVAL
4 - 14 MAY 2023



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ENGLAND**

HIGHLIGHTS

50 INSPIRE TALKS

250 BOOKS SHOWCASED IN
STORYGARDEN

310 HAPPY TREE MESSAGES
SHARED

INSPIRE TALKS

15 MINUTES SHORT INSPIRING SPEECH BY YOUNG AND ADULT AUTHORS

STORYGARDEN

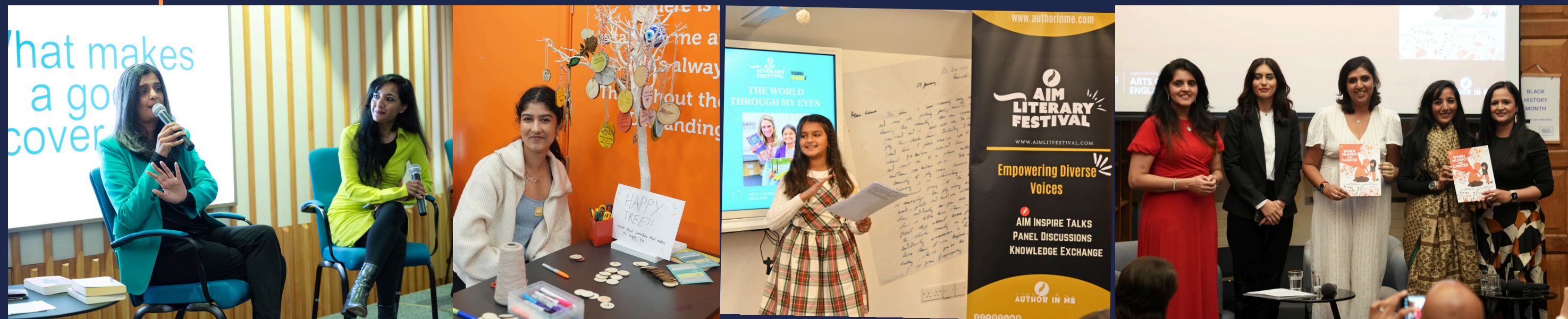
BOOKSHELF SHOWCASING BOOKS BY GLOBAL AUTHORS . BOOKS CONTRIBUTED BY BIG AND SMALL PUBLISHERS

HAPPY TREE

A MOMENT TO CONNECT HAPPY THOUGHTS AND CLIMATE CHANGE AWARENESS

BOOK LOVERS CAFE

A MOMENT TO CONNECT HAPPY THOUGHTS AND CLIMATE CHANGE AWARENESS



FESTIVAL IN NUMBERS 2020-2024

5K+ Total Attendees

26 Panel Discussions

20 Young Authors

32 Workshops

30 Book Launches

50 Inspire Talks

75 Partnerships

50k Digital Outreach

130 Events

Overall Satisfaction Rate:

97%

Intention to Attend Next Year:

95%



WHY PARTNER WITH US?



By collaborating with the AIM Literary Festival, your organisation will play a vital role in shaping the future of literature, education, and inclusivity. Sponsorship provides a unique opportunity to:

- ✓ **Increase Brand Visibility** – Showcase your commitment to literacy, creativity, and diversity through prominent branding at our festival.
- ✓ **Engage with a Passionate Audience** – Connect with authors, industry professionals, educators, families, and young readers who value meaningful storytelling and creative empowerment.
- ✓ **Support Inclusive Literary Initiatives** – Help break barriers by supporting underprivileged and underrepresented communities in accessing quality literary experiences.
- ✓ **Enhance Corporate Social Responsibility (CSR)** – Demonstrate your organisation's dedication to diversity, literary and creative arts.
- ✓ **Network with Industry Experts** – Build relationships with authors, publishers, educators, and thought leaders in the literary world.

We offer customisable sponsorship options to suit your organisation's goals and engagement levels.



BE PART OF AIM LITERARY FESTIVAL 2025



PRIME SPONSOR – £5,000

- ✓ **Sponsor** branding across all promotional materials.
- ✓ **Sponsorship** of a full-day event.
- ✓ **Featured double spread** spotlight in print festival brochure to share your brand's story.
- ✓ **Prestigious Speaking slot** at the Festival
- ✓ **High-Visibility Exposure** through press releases, social media, and marketing campaigns.
- ✓ **Premium VIP** Exhibitor Space at the festival.
- ✓ **Prime Logo Placement** and main stage digital backdrop.
- ✓ Promotional banner on the festival website
- ✓ **Tailored Engagement Opportunities**, including sponsorship of a keynote talk or a themed writing competition.
- ✓ Shoutout during the festival
- ✓ VIP 5 tickets (All days included)

GOLD SPONSOR - £3,000

- ✓ **Brand Visibility** across festival marketing materials and social media promotions.
- ✓ **Sponsorship** of any four events.
- ✓ **Dedicated Exhibitor Space** to showcase your organisation.
- ✓ **Featured One page Spotlight** in our print festival brochure to share your brand's story.
- ✓ **VIP 3** tickets (All days included)
- ✓ **Logo Placement** on the festival website and event signage.

SILVER SPONSOR - £1,500

- ✓ **Brand Integration** across festival marketing materials and social media promotions.
- ✓ **Sponsorship** of any two events
- ✓ **Featured half- page spotlight** in our print brochure to share your brand's story.
- ✓ **VIP 1** ticket (All days included)
- ✓ **Logo Placement** on the official website.

BRONZE SPONSOR - £500

- ✓ **Opportunity to sponsor** a panel discussion or Inspire Talk.
- ✓ **Social media acknowledgment** and inclusion in the festival brochure.
- ✓ **Featured 200 words spotlight** in our print brochure to share your brand's story.

COLLABORATION



We are happy to discuss tailored partnerships that align with your organisation's values and mission. Here are some ways to collaborate:

- ◆ **Sponsor a Panel or Workshop** – Support engaging discussions on literacy, diversity, and mental well-being through storytelling.
- ◆ **Sponsor a Young Voices** – Help emerging writers showcase their talents.
- ◆ **Host an Interactive Booth** – Engage with attendees through games, giveaways, and creative activities.
- ◆ **Support a Mental Health & Creativity Initiative** – Fund a session where writing is used as a tool for emotional well-being and resilience.
- ◆ **Offer Professional Development** – Partner with us to provide with resources on inclusive storytelling and empathy-building through books.

IN-KIND SPONSORSHIP

We rely on your support to make this event successful. The Festival will highlight your support extensively.

- ◆ Venue support
- ◆ Catering support for the events
- ◆ Printing and design sponsorship for festival materials.
- ◆ Media partnerships to amplify our reach.





**BE PART OF
AIM LITERARY
FESTIVAL
2025**



EXCLUSIVE SPONSORSHIP

**WE WOULD BE ABSOLUTELY THRILLED IF
YOU WOULD LIKE TO BE OUR SOLE SPONSOR**

PLEASE CONTACT US TO DISCUSS FURTHER



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ENGLAND**

**WE ARE AN ALL
WOMEN TEAM**



Speak to us

AIM LITERARY FESTIVAL by Author In Me

Founders and Curators

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Email – info@authorinme.com

www.aimlitfestival.com

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