

# Beyond The Border

Wales International Storytelling Festival  
Gŵyl Chwedleua Ryngwladol Cymru



## Advertise with Beyond the Border...

**Reach 5000+ local people through our souvenir programme and website**

**A festival like no other' *The Times***

The Beyond the Border Storytelling Festival is a spectacular three-day celebration of world myth, legend and folktale, featuring stories, music, poetry and theatre from around the globe.

A major event in the arts calendar in Wales, Beyond the Border attracts widespread regional and national media and is supported by Arts Council Wales and the Welsh Government. Over 3000 people attend the event and many, many more visit our website, and attend our events and activities.

### **Who are our audiences?**

- **Loyal, savvy, environmentally-aware and ethically-minded, with disposable income**
- People with an interest in the arts, particularly in **Cardiff, South Wales and the M4 corridor**
- Families in and around **Llantwit Major, Cardiff, Cowbridge, Penarth, Barry, Bridgend and the rural Vale**

### **Festival programme advertising rates (inc. VAT):**

**Logo: £50**

**1/8 page advert: £125 (w:63mm x h:43mm)**

**1/4 page advert: £250 (w:63mm x h:94mm)**

**Or upgrade to full membership of our corporate club for £400 and have a 1/4 page advert plus £200 worth of festival tickets (see below)**

For more information, contact Becca Rickard, Company Manager at [beckarickard@beyondtheborder.com](mailto:beckarickard@beyondtheborder.com) or on 02920 710258

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## The Beyond the Border Corporate Club

- Reach 5000+ people in person and via online media
- Help bring £100K+ of additional visitor spend to the Vale of Glamorgan
- Be associated with a fun, vibrant, memorable and ethical event
- Network with local and regional businesses
- Attend an exclusive festival reception
- Receive tickets to the festival worth £200
- Display your publicity materials & banner at the festival
- ¼ page advert in the programme (usual price £250)

### A festival like no other' *The Times*

Beyond the Border is a charity (no. 1144275) which exists to create, encourage and promote traditional storytelling for contemporary audiences.

Our international festival of storytelling is a spectacular three-day celebration of world myth, legend and folktale, featuring stories, music, poetry and theatre from around the globe.

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### **Membership fee: £400**

Or can you offer us the equivalent in-kind support? We particularly need camping/outdoor furniture and equipment, stationery/office equipment, vehicle hire, bottled water, tills and volunteers.

For more information, contact Becka Rickard, Company Manager at  
[beckarickard@beyondtheborder.com](mailto:beckarickard@beyondtheborder.com) or on 02920 710258

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## Festival programme advertising booking form

Company Name \_\_\_\_\_

Company Address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Contact Name \_\_\_\_\_

Contact email \_\_\_\_\_ Tel \_\_\_\_\_

Please tick the option you require and we will send you an invoice & technical specifications:

£50 - Logo

£125 – 1/8<sup>th</sup> page advert (w:63mm x h:43mm)

£250 – ¼ page advert (w:63mm x h:94mm)

£400 – corporate club membership

Please email to [info@beyondtheborder.com](mailto:info@beyondtheborder.com) or contact Becka Rickard on 02920 710258 if you have any questions.