



WHERE IDEAS RUN WILD



@salenagodden



ALSO HAS “WOVEN HUNDREDS OF IDEAS INTO THE FESTIVAL THAT PUT SPEAKERS CENTRE STAGE AND OFFERS A VARIED BILL OF MUSIC, COMEDY, WELLNESS, OUTDOOR PURSUITS AND WORKSHOPS”

Telegraph – Best Festivals

And **ALSO...**



WHERE 180 acres of wild lakeside land set deep in rural Warwickshire.

IDEAS Form wild ideas of future you.

RUN 5,300 ideas, 200 events, 160 speakers, 14 stages.

WILD A place of awe and action.
A wild reclaiming of Capability Brown's heavenly ideal.



And **ALSO...**



"A CARNIVAL FOR CURIOUS MINDS, WHERE YOU CAN INDULGE IN A CAPTIVATING ARRAY OF INTELLECTUAL DELIGHTS WHILE STEEPED IN NATURE.."

THE NUDGE - BEST FESTIVALS

And **ALSO...**



“THE ULTIMATE HOLIDAY. A LIFE-CHANGING EXPERIENCE WHICH TRANSFORMS YOU FROM JADED COMMUTER INTO FREE SPIRIT.

A PIONEERING IDEAS FESTIVAL WITH A FOCUS ON GETTING BACK TO NATURE, WHERE MUSIC LEAVES THE SMALL STAGES AND GOES INTO THE WILD.”

Condé Nast Best Festivals In The World

Condé Nast
Traveller

And **ALSO...**

Audience
A B C1 25-50



FABULOUS FOODIES

@breathe.in.sound



CONSCIOUS CONSUMERS

@dralexgeorge



FOUNDERS & THINKERS

@nichihodgson



#VANLIFE #CITYNIGHTS

@salena.godden



NOT SHY, NEVER RETIRING

@towns.louis



**CHANGE MAKERS
& ACTION TAKERS**

And **ALSO...**



"I ABSOLUTELY LOVE ALSO - EVERY YEAR THERE IS SOMETHING NEW AND IMPORTANT TO INSPIRE BOTH MY WORK AND THE WAY I LIVE. BIG RESEARCH PROJECTS HAVE BEEN BORN IN THE MIDDLE OF A FIELD THERE, PLUS I ALWAYS COME AWAY WITH NEW FRIENDS!"

Professor Catherine Loveday

"ALSO IS THE FESTIVAL DREAMS ARE MADE OF, THERE'S A SPACE FOR EVERYONE - WITH A CLEVER TAKE ON ALL THE ENTERTAINMENT PROVIDED - AT EVERY CORNER THERE ARE SUMPTUOUS FEASTS FOR THE MIND, BODY AND SOUL! AT LAST A FESTIVAL WHERE IT'S POSSIBLE TO PARTY AND BE REJUVENATED ALL AT THE SAME TIME!"

Adam Masters, ALSO



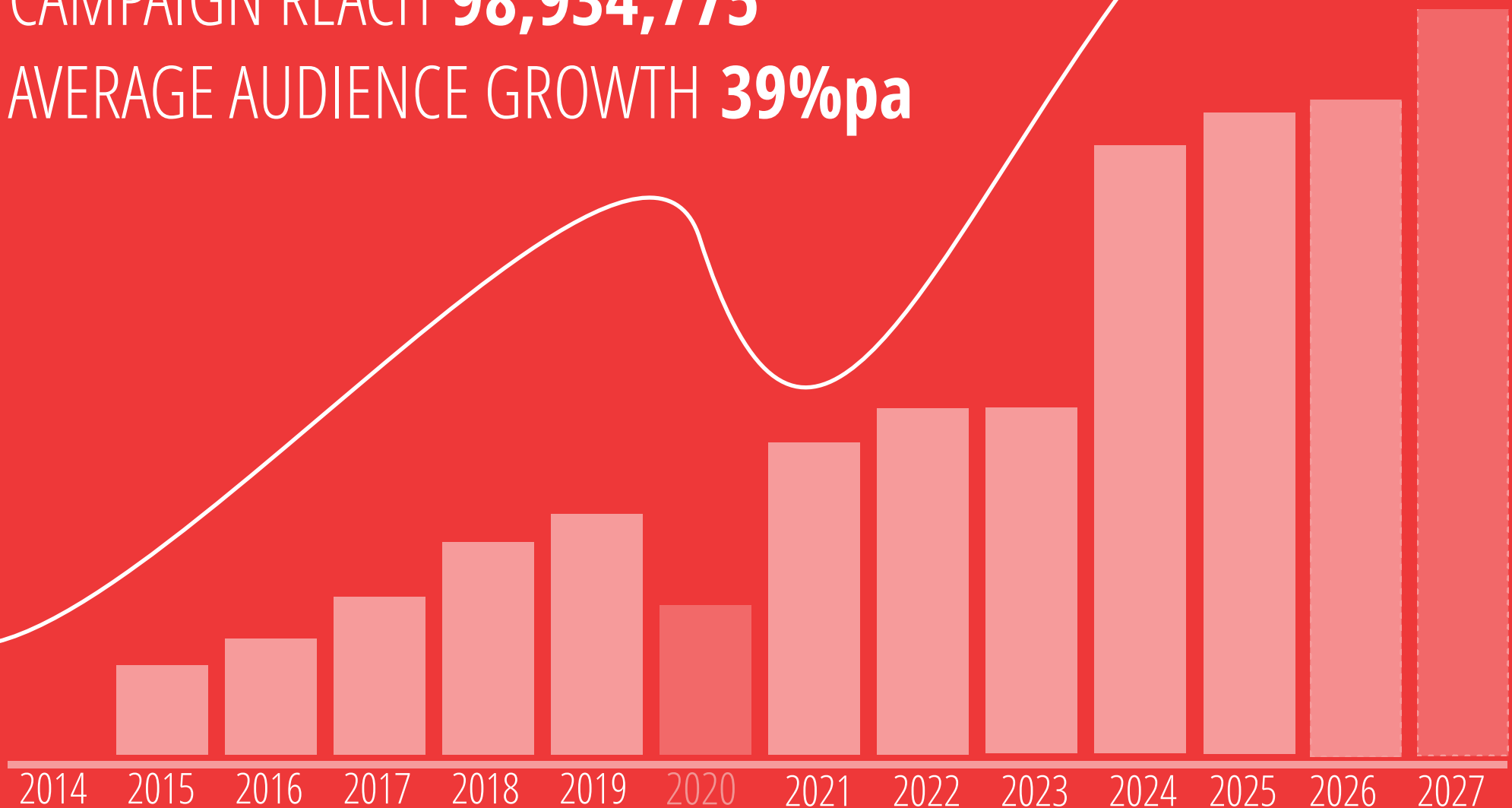
And **ALSO...**

SOCIALS **13,500 FOLLOWERS**

MAILING LIST **11,600 SUBSCRIBERS**

CAMPAIGN REACH **98,934,775**

AVERAGE AUDIENCE GROWTH **39%pa**



And **ALSO...**

ALL ABOUT ALSO. . .

We are the multi-award-winning Warwickshire festival set in a stunning Capability Brown landscape for festival-goers to explore, swim and relax and let ideas run wild. ALSO's 14th edition runs from July 16th - July 18th 2027.

As our lives get ever more lived, online access to reliable information gets ever more crucial. Our USP has always been to deliver what we all need in a uniquely beautiful and untamed setting, the award-winning ALSO is truly the place where ideas run wild.

To achieve anything in life, from self-care to saving the planet, you need the best ideas. The speakers at ALSO are chosen to inspire awe and action in equal measures.



And **ALSO...**

RECENTLY ON THE ALSO STAGE. . .

- **Sir Grayson Perry** - Greatest Hits
- **Sathnam Sanghera** - Tonight the Music Seems So Loud
- **Claudia Hammond** - Overwhelmed
- **Jamie Bartlett** - How to Talk to AI (and How Not To)
- **Philippa Perry** - The Book You Want Everyone You Love* To Read (*and maybe a few you don't)
- **Sara Pascoe** - Thoughts From the Night
- **Tim Marshall** - The Future of Geography
- **Adam Kay** - BAFTA-winning comedian, writer and doctor
- **Salena Godden** - With Love, Grief and Fury
- **Natalie Haynes** - Divine Might: Goddesses in Greek Myth
- **Rebecca Achieng Ajulu-Bushell** - These Heavy Black Bones
- **Smokin Jo** - You Don't Need a Dick to DJ
- **Kit de Waal** - The Best of Everything
- **Miranda Sawyer** - Soundtracks to My Life: Uncommon People
- **Charles Foster** - Being at One with the Universe
- **Gina Rippon** - The Lost Girls of Autism



And **ALSO...**

ALSO OUTREACH. . .

We run a series of outreach programmes throughout the year, creating opportunities for people to develop skills, gain experience and get involved, including:

Our **Women In Sound** initiative, supported by Arts Council England, addresses the underrepresentation of women in live sound with specialist skills-based training delivered by an industry professional, culminating in hands-on work experience at the festival.

ALSO's Future Music programme, supported by Arts Council England, nurtures a diverse range of emerging artists through development workshops, industry guidance, marketing support and opportunities to perform at the festival.

Our **Co-Curate** programme bring participants together over a series of weekends to get really stuck in with the creative side of bringing the festival and its annual theme to life. Participants learn new skills and gain hands-on experience alongside our professional team, who share their expertise throughout.



And **ALSO...**

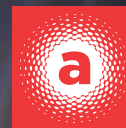
HOW TO WORK WITH US

We're looking for a limited number of key partners to collaborate on developing and delivering ideas-led immersive and experiential events within ALSO. Differing levels of involvement range from title sponsorship to intricate space-responsive performances.

We're the UK's most experienced award-winning ideas festival, having delivered thousands of ideas-led events in our incredibly flexible 180 acres. We're a nimble and brilliant team who understand how to make magic for partners in a festival setting.

"A HUGE THANK-YOU FOR EVERYTHING LAST WEEKEND, I HAD SUCH A WONDERFUL TIME AND IT WAS GREAT TO SEE PEOPLE GENUINELY INTERACTING WITH THE BRAND IN SUCH A MEANINGFUL AND ENGAGED WAY."

Christie Knight, Seedlip



CORE PARTNERSHIP BENEFITS



- Pre-event partnership announcements to our email and social media lists
- Inclusion as part of ALSO's PR Strategy
- Inclusion in ALSO's print and online marketing, including dedicated social media post or story content
- Partner inclusion on the festival website and/or dedicated partner page
- Ticket packs for promotional use
- Post-event promotion to attendees and/or our mailing list and socials
- Post-festival attendee insights report
- Partner-specific consumer testimonials

BENEFITS: ON-SITE ACTIVATIONS



- On-trade POS and product distribution
- Pop-up demo & tastings
- Inclusion in ALSO's print and online marketing.
- Opportunity to provide branded gifts or samples
- Co-branded menus or drinks lists
- Unique opportunity to create content around the partner in-festival, using the gorgeous setting as a backdrop
- Product sampling or promotional activity
- Branded merchandise or giveaways
- Branded signage and visibility across relevant festival areas
- Dedicated partner space within an existing festival area

BENEFITS: EMBEDDED OPPORTUNITIES



- Work with the artistic team to co-create a bespoke event/experience
- Bespoke dining or chef collaboration
- Create a festival-exclusive serve or signature drink
- Create a bespoke partner installation or immersive experience, or branded late-night experience
- Sponsor a dining experience
- Sponsor the wellness area
- Sponsor a programme strand
- Sponsor a stage or venue
- Sponsor a talk on the main stage, with your logo prominently featured
- Sponsor a main stage
- Site-wide festival sponsorship

EXAMPLE: MAIN STAGE PARTNERSHIP - £1,000 + VAT

Partner with us on one of ALSO27's main stage conversations and put your organisation at the heart of the experience.

Partnership benefits include:

- Your logo alongside the event in the on and offline programme and on the ALSO website
- Stage announcement recognising the partnership
- Your logo on the event screen/backdrop and seat flyers
- Opportunity to offer an exclusive promotion to the audience
- Author/speaker meet & greet in the green room
- Complimentary tickets and reserved seating for guests
- Opportunity to introduce



And **ALSO...**

EXAMPLE: SMALLER STAGE PARTNERSHIP - £500 + VAT

Partner with us on one of ALSO27's smaller stages and connect with an engaged ALSO audience.

Partnership benefits include:

- Your logo alongside the event in the on and offline programme and on the ALSO website
- Stage announcement recognising the partnership
- Your logo on the event screen/backdrop and seat flyers
- Opportunity to offer an exclusive promotion to the audience
- Author/speaker meet & greet in the green room
- Complimentary tickets and reserved seating for guests



And **ALSO...**



COULD YOU CREATE MAGIC WITH US AT ALSO27?
We very much hope so....

And **ALSO...**



PRESS



Best festivals



"The festival to blow your mind"



"The place to be if you want to escape"



"A weekend of ideas, inspiration, music and delectable food"



Best festivals for the mind



INDEPENDENT

"A place to revel in nature and discuss the big ideas"



"TED Talks in a field"



"You owe it to your brain to check it out"



"The definition of a boutique cultural event"



"A festival with ideas in spades"



Best for cerebral pursuits



Best festivals in the world

And **ALSO...**

THE CORE TEAM

It takes the hard work of hundreds to deliver ALSO but the management team working year round are:



For me ALSO is a temporary world where we can interact with hundreds of ideas in the wild, so we can connect with who we are and what we already know to create the best ideas for our future selves.

HELEN BAGNALL
Creative Director



Technical director of Salon London, a monthly event designed to get new ideas in front of an audience, before setting up ALSO in 2014.

DICCON TOWNS
CEO



Pauline had over a decade's experience in operations management before joining the team in 2016 to run operations and programming.

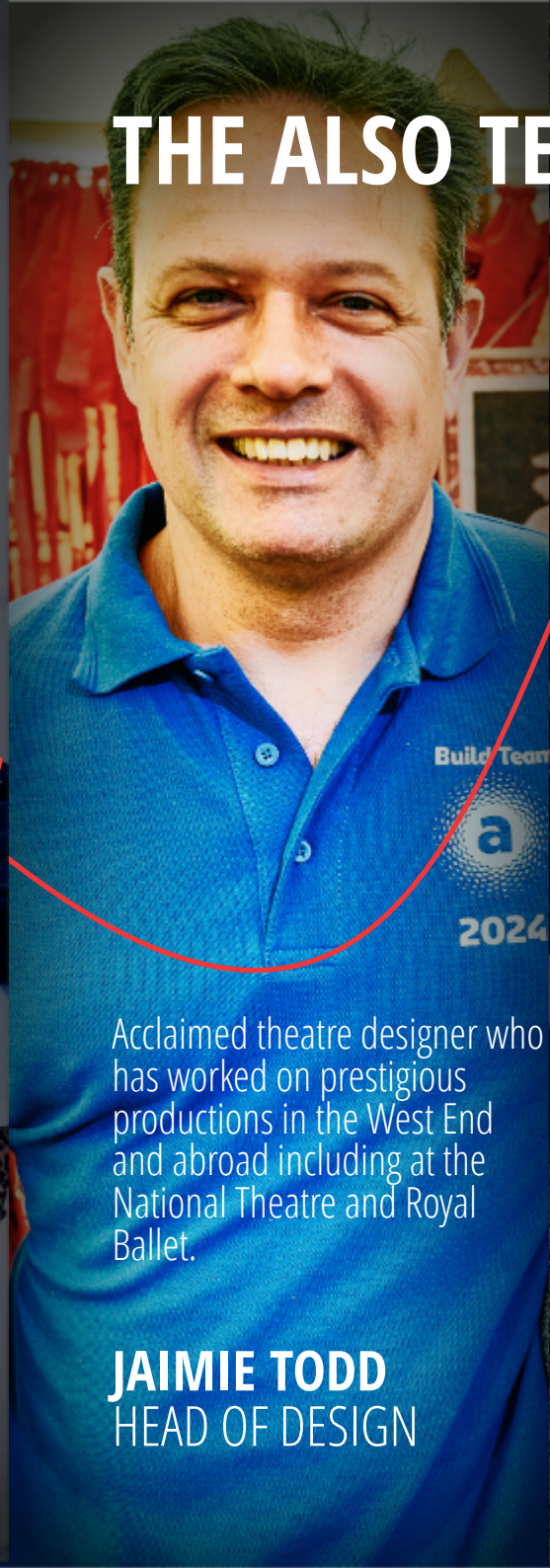
PAULINE LORD
COO



Brings a wealth of experience working with makers and artists to our workshops and wellness programme as well as running an highly effective marketing campaign.

ELOISE WALES
CMO

THE ALSO TEAM

A portrait of Jaimie Todd, a man with short brown hair, smiling. He is wearing a blue polo shirt. A red line is drawn across the image, starting from the top left, curving around his head, and extending towards the right.

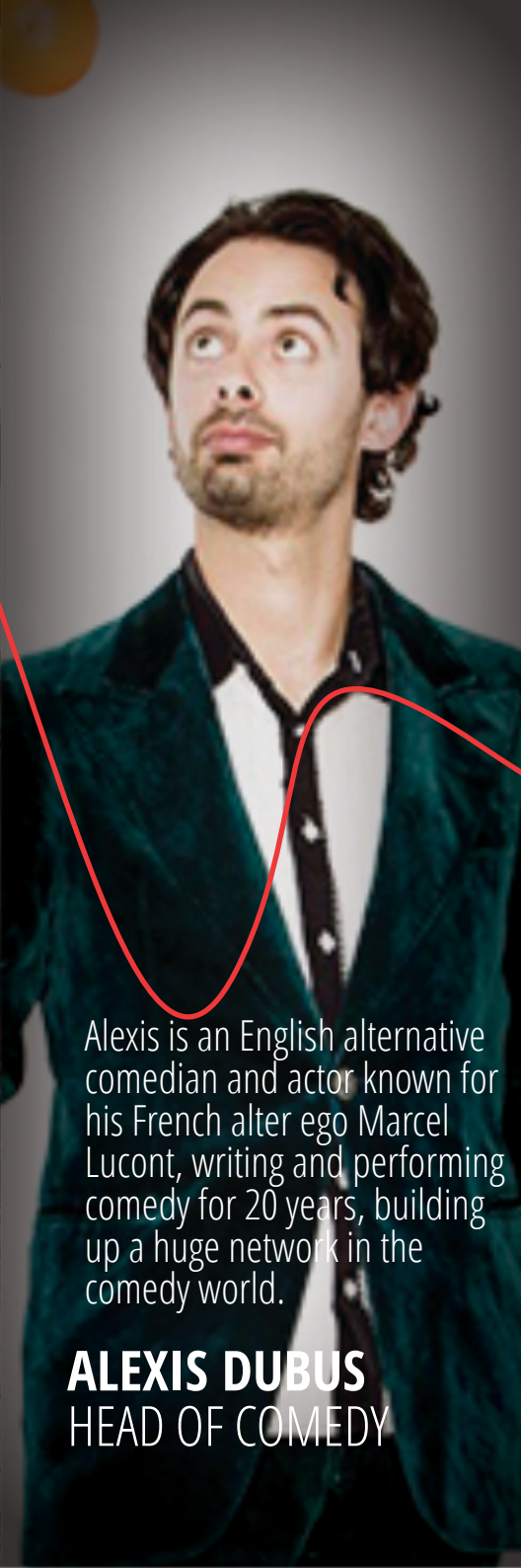
Acclaimed theatre designer who has worked on prestigious productions in the West End and abroad including at the National Theatre and Royal Ballet.

JAIMIE TODD
HEAD OF DESIGN

A portrait of Joe Porn, a man with short brown hair and sunglasses, standing with his arms crossed. He is wearing a blue jacket over a white t-shirt and khaki pants. A red line is drawn across the image, starting from the top left, curving around his head, and extending towards the right.

Joe has worked with wide range of artists including Interpol, David Bowie, Metallica, Mumford & Sons, Iron Maiden, and Laura Marling, as well as helping set up Music Glue, a successful ticketing platform.

JOE PORN
HEAD OF MUSIC

A portrait of Alexis Dubus, a man with dark hair and a beard, looking upwards. He is wearing a green velvet jacket over a white shirt. A red line is drawn across the image, starting from the top left, curving around his head, and extending towards the right.

Alexis is an English alternative comedian and actor known for his French alter ego Marcel Lucont, writing and performing comedy for 20 years, building up a huge network in the comedy world.

ALEXIS DUBUS
HEAD OF COMEDY

A portrait of Tom Yorke, a man with short brown hair, wearing a blue cap and sunglasses. He is wearing a white t-shirt and light blue shorts. A red line is drawn across the image, starting from the top left, curving around his head, and extending towards the right.

Tom has worked on some of the most prestigious construction projects in the UK including for V&A East, Royal Albert Hall, Victoria Palace Theatre and the BBC.

TOM YORKE
HEAD OF BUILD



PAST PARTNERS

And **ALSO...**

RIVER COTTAGE

In 2026, we partnered with River Cottage, renowned for its commitment to seasonal, local and organic food, to create a Woodland Long Table Lunch, celebrating summer with a three-course seasonal menu crafted from fresh, organic ingredients.

Set within our beautiful woodland glade, the experience brought together exceptional food, nature and community to create a memorable and immersive festival moment.



And **ALSO...**

ARAM BY IMAD

We were delighted to partner with Aram by Imad - the Somerset House-based eatery from Syrian-born chef Imad Alarnab, who first gained acclaim with the West End restaurant Imad's Syrian Kitchen - to offer three different experiences with a cookbook tasting and demonstration session, a Sunday Long-Table Lunch in the Dining Marquee dressed for high summer and their own site concession housed within a specially built structure. This allowed audiences to encounter the brand in different ways and at different levels of engagement.



And **ALSO...**

ROEBUCK ESTATES



We were delighted to partner with Roebuck Estates, the award-winning English sparkling wine producer, with vineyards across beautiful Sussex. Roebuck Estates sponsored a long-table intimate woodland lunch with a bespoke menu designed by River Cottage's Head Chef, James Whetlor and paired with a glass of their English Sparkling.

Guests also had the chance to taste a selection of their award-winning sparkling wine through a series of pop-up tasting masterclasses hosted by a wine expert from Roebuck Estates.



And **ALSO...**

FORTNUM & MASON

We were delighted to partner with Fortnum & Mason this ALSO25 with their “On the Road” concept. First founded in London’s Piccadilly in 1707, Fortnum & Mason popped up lakeside over the festival weekend in their gorgeous Airstream trailer, in the brand’s signature Eau de Nil colour, to serve up their beloved foodie offering.

We worked with the team to curate a mouthwatering selection of delicious Bloody Mary’s, toasties, pop-up treats and tasters served all weekend-long.





4160 TUESDAYS

Leading perfumer Sarah McCartney of indie Perfume House 4160 Tuesdays created a perfume based on walking around and swimming in the beautiful Capability Brown-designed lake at ALSO in the height of summer called Damselfly Butterlily.

To celebrate the perfume, the natural world and our multi-sensory skills, we curated many opportunities throughout ALSO to experience the scent and what happens when the natural and sensory worlds collide including a guided dusk time forest walk and as part of a guided scented swim in our half mile wide lake.

And **ALSO...**



TEQUILA HERRADURA

We were delighted to partner with Tequila Herradura, the award-winning tequila distillery located in Amatitán, Jalisco, Mexico, at ALSO.

Through a series of pop-up tasting masterclasses, Tequila Herradura unmasked the craftsmanship behind Mexico's national spirit including a wonderful tequila tasting experience in a Colour Tasting Masterclass. Guests were invited to put their senses to the test and sample three unique Herradura cocktails made with three expressions of Tequila Herradura.

And **ALSO...**





THE MUBI
SCREEN



LIMBO
DIR. BEN SHARROCK

AT ALSO
JULY 8-10

MUBI

As part of our nocturnal programming at ALSO, we worked with MUBI, the global streaming and distribution company on a mini-film festival.

The MUBI Screen took over the main stage late each night, with guests able to enjoy a hand-picked selection of films – including Céline Sciamma's spellbinding PETITE MAMAN to Joachim Trier's Oscar®-nominated coming-of-age THE WORST PERSON IN THE WORLD to Ben Sharrock's LIMBO the offbeat Scottish comedy which depicts the refugee experience with huge heart and warmth.

And ALSO...



SEEDLIP/DIAGEO

We were delighted to be joined by Seedlip, the world's leading non-alcoholic spirit.

Over the weekend, Seedlip had an on-site bar - the Spritz Bar where guests could enjoy a delicious selection of tipples, ranging from alcohol-free, low ABV and full-strength cocktails.

Seedlip and the award-winning The Pickle House ran two fully-subscribed Non-alcoholic Bloody Mary Masterclasses, with guests learning how to make their own cocktails and enjoy various tastings during the sessions

And **ALSO...**



NATALIE HAYNES/PAN MACMILLAN

We collaborated with rock star classicist, Transmission Prize winner and Women's Prize-shortlisted author, Natalie Haynes to produce a spectacular show on Saturday Night at ALSO for her upcoming novel, *STONE BLIND* in which Medusa's story is retold.

There were many chances for ALSO guests to be part of the celebration from joining the in-festival choir with bespoke arrangements, participating in an especially choreographed dance with a professional dance trope, designing a Gorgon Shield to Head-Dress Making, and huge mythological lantern building.



PROSPECT MAGAZINE

Much of our programming at ALSO22 was around the subject of the 'Future of News'. This strand of programming was designed to help us all to take a closer look at the way we consume, respond to and allow news into our lives and so we were so pleased to partner with Prospect.

Prospect editor, Alan Rusbridger ran two sessions at the festival, alongside creating bespoke emails and socials posted before and during the festival. ALSO22 guests were offered the chance to sign up for a free copy of Prospect Magazine to take a closer look at the work that they do.



PARTNERS WE'VE WORKED WITH

THE NUDGE

Prospect

Chilternrailways



Nice

MUBI



DIAGEO

Motionhouse

CULTURE *Whisper*



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



See **ALSO** in action. . .





also

THANK YOU

And ALSO...