



also

- Foundation -

Patrons & Sponsors 2025

**I**F you're reading this you're probably aware that the last few years have been brutal for the independent festival. The pandemic, inflation, tax hikes, shrinking disposable income have all played their part in a rising cost/falling revenue scenario which has led to over 65 fixtures disappearing from the UK calendar in 2024 alone, and nearly 200 since 2019.

You may ask yourself: Does this matter? The big players are doing ok, does it matter if a few fall by the wayside? Wasn't the market saturated with interchangeable events, anyway? The short answers to these questions are: yes, yes and not really. The longer answers are as follows.

Independent festivals are widely distributed and so better placed to serve their local audience,

shorter travel distances and localised supply chains making them inherently more sustainable. Over time (even decades) they build up an economic ecosystem that supports local suppliers, performers and volunteer programmes. They've grown their audience and brand recognition, all of which would be impossible to do from scratch without huge investment so, when a festival goes, it generally means it's gone.

And while the UK festival market was arguably oversaturated, it would be wrong to say the ones that have folded were all generic. Folk, jazz, science and literature festivals number amongst the lost. Many had been running for over a decade. Towersey was in its 60th year.

## THE ALSO FOUNDATION

2025 sees the launch of the ALSO Foundation, to formalise the important work we do bringing high quality information to a Warwickshire stage, widening access to arts and sciences and fostering grass-roots performers. However, we can't do this alone so we're looking to patrons and sponsors to join the foundation, to enable this work to continue to 2026 and beyond.

Your help will be critical to our success.



Diccon Towns,  
*Founder, ALSO*

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# WHY ALSO?

@robinince1969



In an age of disinformation and poorly-formed social-media opinion ALSO exists to get high quality information in front of a generalist audience in a way that is fun, collaborative and useful to daily life. We bring world-class authors, academics and specialists to Warwickshire to talk first-hand about their work, giving audiences the chance to understand their ideas, question them, and then discuss with their peers. This is the backbone of our programming and the fact that we have built a fun and engaging festival around it never detracts from our core purpose.

And **ALSO...**

2024

**Philippa Perry**

The Book You Want Everyone You Love To Read

**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

**Lisa Kaltenegger**

Alien Earths

**Stornoway**

British indie folk band

**Smokin Jo**

You Don't Need a Dick to DJ

**David Robson**

The Laws of Connection

**Charles Foster**

Being at One with the Universe

**Gemma Williams**

Understanding Others in a Neurodiverse World

**Roberto Trotta**

Starborn

**Robin Ince & David Tong**

Life, the Universe and Everything

2023

**Jeremy Deller**

Why art is magic

**Sander Van Der Linden**

Why we fall for misinformation and how to build immunity

**Viv Groskop**

Writer, stand-up comedian and presenter on Happy High Status

**Jeffrey Boakye**

Author, broadcaster, educator and journalist on masculinity

**Prof Sir David Spiegelhalter**

The maths of manifestation

**Prof Pragya Agarwal**

Behavioural scientist, author and Transmission Prize winner

**Prof David Tong**

UK Theoretical Physicist

**Jess Phillips**

Labour MP for Birmingham Yardley

**Gurdeep Loyal**

Award-winning food writer

**Kimberley Wilson**

How the food we eat is fuelling our mental health crisis

2022

**Professor Anil Seth**

Neuroscientist on consciousness

**Claudia Hammond**

Award-winning psychologist and 'All in the Mind' broadcaster

**Osman Yousefzada**

Interdisciplinary designer and fashion designer

**Cathy Rentzenbrink**

Author and memoirist

**Russell Foster**

Neuroscientist on circadian rhythms

**Alan Rusbridger**

Editor of Prospect on the future of the news

**Dr Peter Lovatt**

The Dance Cure

**Dr Julia Shaw**

The Hidden Culture, History and Science of Bisexuality

**Dr Alex George**

How we can live well every day

**Mark Maslin**

Earth scientist and climate change advisor to David Attenborough

**ALSO'S EXPERTS**

2021

**Belinda Kirk**

The Adventure Revolution

**Prof David Nutt**

Our complex relationship with alcohol

**Hallie Rubenhold**

THE FIVE

**Melanie Challenger**

Environmental philosopher and history of humanity researcher

**Jamie Bartlett**

Award-winning author of The People Vs Tech, The Dark Net & Radicals

**Carolyn Steel**

How food can save the world

**Prof Catherine Loveday**

Neuroscientist on memory

**Roman Krznaric**

How to think long-term

**Emma Jane Unsworth**

Award-winning author on creativity & motherhood

**Arik Kershenbaum**

The ways animals communicate


# CHAMPIONING LOCAL TALENT

@marcusjosephsax

Over the years, we've worked with local musicians, performers and practitioners to help them develop their craft and reach an audience that hails from all ends of the country. Our 'Women in Tech' programme works to promote female sound engineers and video technicians in a traditionally male-dominated space. 2025 will see the launch of the ALSO Foundation, set up to further these initiatives.

And **ALSO...**

# SUPPORTING LOCAL BUSINESSES

A woman with long, wavy brown hair, wearing a gold sequined dress, stands in a grassy field. She is holding a large, round, silver tray filled with numerous appetizers, each on a skewer. The appetizers appear to be small sandwiches or burgers with various fillings. In the background, there are several blue tents and a line of trees under a clear sky. The lighting suggests it's late afternoon or early evening. To the left, another person is partially visible, wearing a dark top and holding a drink.

ALSO starts with an empty field (apart from the sheep whose home we borrow for the weekend). Stages, marquees, generators, sound equipment, straw bales, food concessions, beer, tables & chairs all have to be brought in and all are sourced from local suppliers.

And **ALSO...**

# FOSTERING COMMUNITY



ALSO's audience is pan-generational thanks to a programme that appeals to all ages and much of which can be enjoyed together. Our volunteer programme promotes community, physical activity and practical skills with a series of build weekends taking place across the year as well as extensive opportunities to enjoy the benefits of being part of a community working in-festival.

Over 2,200 people (ranging from ages 18 - 80) have been a part of the programme since 2014. It has enabled participants to have new experiences, forge new personal connections, develop their professional network and opened doors for future career opportunities in events, hospitality and the creative industries.

And **ALSO...**

# THE 2025 FOUNDATION FUND RAISE

We're aiming to raise **£50,000** from patrons and sponsors to launch the foundation and support the following:

- Bringing world-class authors and experts to a Warwickshire stage
- Promoting arts & science engagement in the county
- Supporting early-career performers
- Developing audience
- Extending our volunteer, community and 'Women in Tech' programmes

## SPONSOR BENEFITS

Title sponsorship of an ALSO stage.

Exposure across all marketing channels, event materials, and on-site activations.

Inclusion in all press releases and media outreach.

Showcasing your commitment to the arts, creativity, and nature in front of a highly engaged and diverse audience.

Exclusive ticket packs for promotional use and discount packages for your wider audience.

A limited number of exclusive VIP packages for your staff and clients.

A unique opportunity to create content around your brand in-festival, using the gorgeous setting as a backdrop.

A post-festival insights report.

## PATRON BENEFITS

Your name on our Patrons Board both in the festival and on the website

Five weekend tickets for ALSO25

A bespoke discount code to share with your network

A limited number of exclusive VIP packages.

Exclusive invitation to the Patrons' drinks reception

Founder Patron status

Invitation to January launch event

**"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



And **ALSO...**

# THE TEAM

ALSO is run by a dedicated team of highly skilled industry professionals, a number of whom give their time for free mentoring participants on our volunteer development programme.



**Diccon Towns**  
**Founder**

Over twenty years' experience working with top festivals (Latitude, Wilderness, Festival No. 6), before launching the ALSO concept in 2014.



**Pauline Lord**  
**COO**

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



**Eloise Wales**  
**CMO**

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.



**Jaimie Todd**  
**Head of Design**

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



**Tom Yorke**  
**Head of Build**

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.



**Alexis Dubus**  
**Head of Comedy**

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.



**Joe Porn**  
**Head of Music**

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.

# ALSO PRESS



Best festivals



"The festival to blow your mind"



Best festivals 2023



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



Outdoor pursuits by day and all-out partying by night



"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 festival for healthy hedonists"



"A festival with ideas in spades"



Best for cerebral pursuits



Best festivals in the world

And **ALSO...**

# PARTNERS WE'VE WORKED WITH

THE **NUDGE**

Prospect

Chilternrailways



**Nice**

MUBI 



DIAGEO

Motionhouse

CULTURE *Whisper*



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



What happens at **ALSO** . . .