



WHERE IDEAS RUN WILD



@robinince1969



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 2022 - March

And **ALSO...**



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

IDEAS Form wild ideas of future you.

RUN 4,800 ideas, 300 events, 160 speakers, 14 stages, one hare shaped labyrinth.

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





“THE LIVING WORLD IS THE NATURAL DOMAIN OF THE MOST RESTLESS AND PARADOXICAL PART OF THE HUMAN SPIRIT. OUR SENSE OF WONDER GROWS EXPONENTIALLY; THE GREATER THE KNOWLEDGE, THE DEEPER THE MYSTERY AND THE MORE WE SEEK KNOWLEDGE TO CREATE NEW MYSTERY”.

Edward Wilson - Polar Explorer, 1898, from Lucy Jones' "Losing Eden".



“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

"I HEARD SO MUCH TO HELP ME PROCESS MY BROTHER'S ONGOING MENTAL HEALTH ISSUES AND THE IDEAS I NEEDED TO GET MYSELF BACK TOGETHER."

Tabitha Blake, ALS022

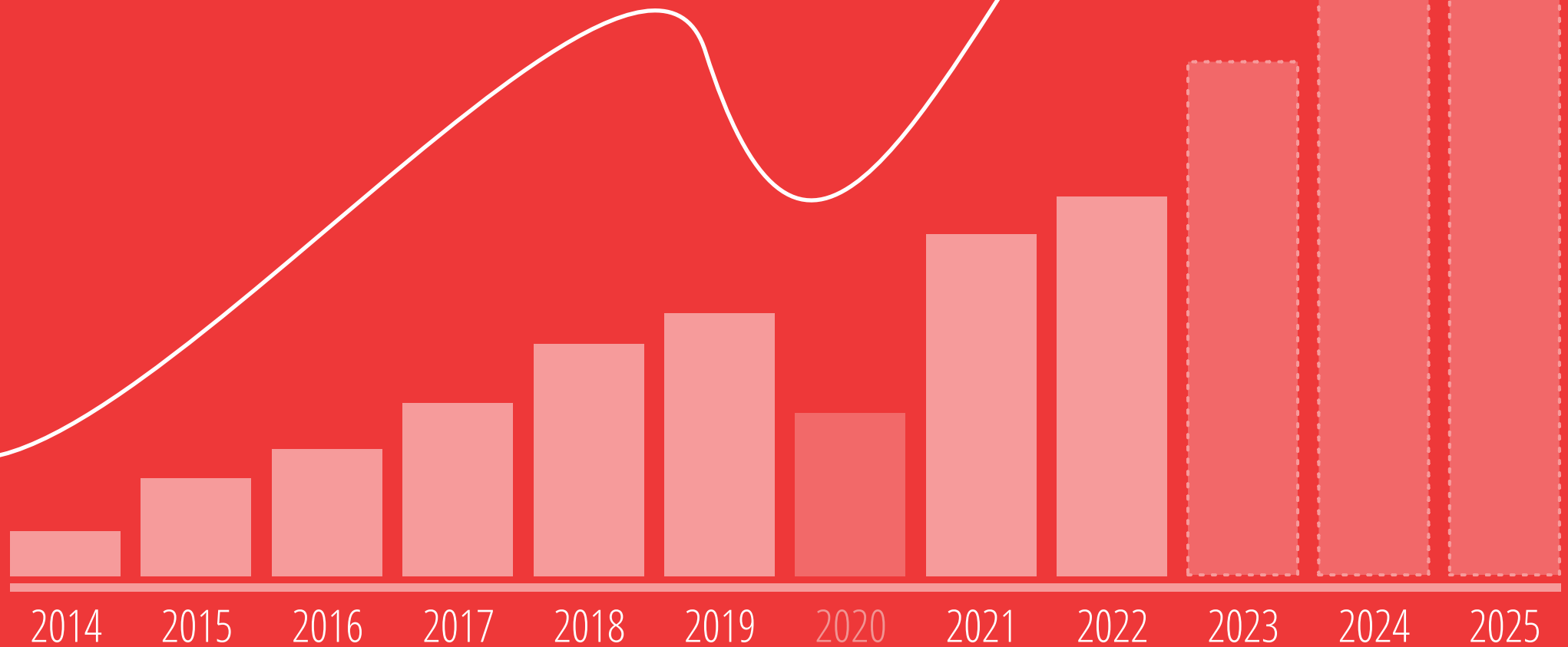


SOCIALS **11,000 FOLLOWERS**

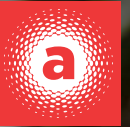
MAILING LIST **11,600 SUBSCRIBERS**

CAMPAIGN REACH **98,934,775**

AVERAGE AUDIENCE GROWTH **39%pa**



And **ALSO...**



Covid taught us that access to good knowledge can have an immeasurable effect on your business, well-being and life. The advice we got from our experts meant that in 2020 we were the only big summer festival to go ahead. The response from our crowd demonstrated to us the absolute necessity of the annual get-together in nature.

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...**

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 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 brands 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



BENEFITS



- Pre-event partnership announcements to our email and social media lists.
- Inclusion as part of ALSO's PR strategy.
- Ticket packs for promotional use. Discount packages for your wider audience.
- VIP packages for staff.
- Unique opportunity to create content around your brand in-festival, using the gorgeous setting as a backdrop.
- Co-curate an event for the festival - work with the artistic team to create a bespoke experience.
- Post-event promotion to attendees and/or our mailing list and socials.
- Post festival container insights report.
- Brand- specific consumer testimonials.



IS YOURS THE BRAND TO CREATE MAGIC AT ALSO23?
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



"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...**

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



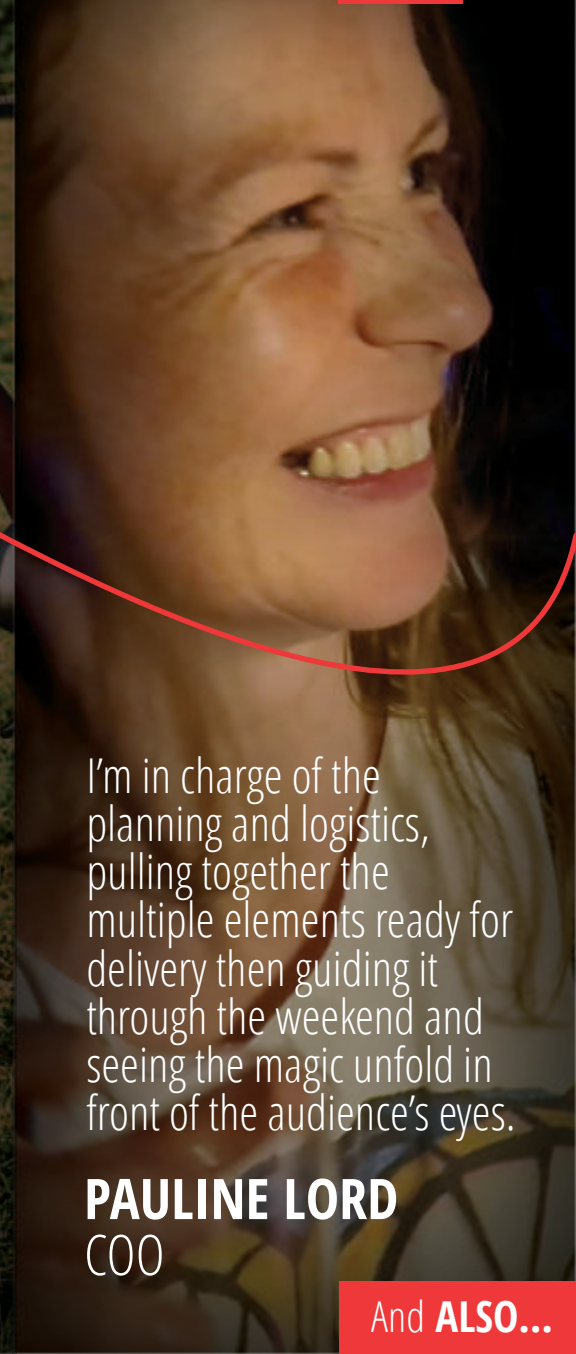
I love creating a weekend that brings people together and our ambition to create a physical place powered by big ideas and new experiences.

ELOISE WALES
CMO



The joy of ALSO is putting new ideas in front of an audience that is absolutely up for it in every way and watching them behold, absorb and engage.

DICCON TOWNS
CEO



I'm in charge of the planning and logistics, pulling together the multiple elements ready for delivery then guiding it through the weekend and seeing the magic unfold in front of the audience's eyes.

PAULINE LORD
COO

And **ALSO...**



PAST PARTNERS

Ideas in Action



And **ALSO...**



THE MUBI
SCREEN



LIMBO
DIR. BEN SHARROCK

AT ALSO
JULY 8-10

MUBI

As part of our nocturnal programming at ALSO22, 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.



SEEDLIP/DIAGEO

We were delighted to be joined by Seedlip, the world's leading non-alcoholic spirit at ALSO22.

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.



What happened at **ALSO 22** . . .

