



The **Institute of Art and Ideas** has a mission to transform the intellectual landscape of the UK. It creates spaces where original and challenging ideas can flourish by bringing together the world's leading thinkers to take part in its interdisciplinary debates and talks.

A partnership with The Institute of Art and Ideas offers unparalleled opportunities to showcase your brand and thought leadership to our highly engaged audiences, whilst creating new connections at networking events with industry leaders, public intellectuals, politicians and journalists. Its twice-yearly festival **HowTheLightGetsIn** takes place in Hay-on-Wye in May and London in September, offering a physical venue in which to engage with its speakers and audience members.

Partnerships are possible for 2023 and beyond.

**Benefits include:**

- Participation in a live debate at HowTheLightGetsIn
- Sponsorship of a single debate or a series at HowTheLightGetsIn and / or iai.tv
- Opportunities to support young people through the IAI School
- Video and podcast content that appears on iai.tv and your own channels
- VIP access to its events, as well as a network of journalists, politicians, and other leading thinkers
- Sponsorship of iai.tv including page promotion, debate series, logo inclusion
- Exposure to its national and international media partners

There are a range of packages available and bespoke partnerships can be created on request.

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