



**SECONDARY
PROGRAMMING
POLICY 2026**

IT'S OUR 10TH BIRTHDAY THIS YEAR!

NEWARK BOOK FESTIVAL 9TH – 12TH JULY 2026



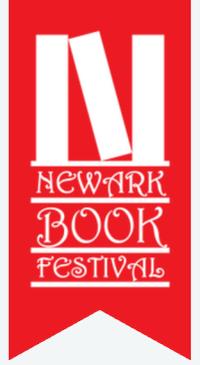
SECONDARY PROGRAMMING POLICY 2026

Newark Book Festival

A secondary programmer is an organisation, business or individual who directly liaises with writers, artists, agents to book and promote one or more literary associated events as part of Newark Book Festival 2026.

By doing so they accept full responsibility for all programming costs to include the hire of the venue, payment to the writer(s), arranging the staffing of the event(s) and all legal obligations such as public liability insurance and health and safety.

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Newark Book Festival

As Newark Book Festival enters its 10th birthday year and continues to grow it is important for partners and stakeholders to be clear of the benefits of an association with the festival.

With 5000 people attending the festival in 2025 Newark Book Festival wishes to highlight the considerable publicity and marketing opportunities on offer.

Newark Book Festival will retain the primary responsibility for researching, contacting and promoting book related events during the festival, and at other profile-raising events throughout the year.

Newark Book Festival understands the risks and benefits of being the primary programmer of the festival; it also recognises the importance of nurturing a secondary programming arm and fringe events.

These secondary programming events and fringe offers both the various programmers and the residents and visitors of and to Newark, additional cultural opportunities, and in so doing creates a more vibrant and desirable town.

As primary programmer Newark Book Festival enters financial and legal arrangements with agents, publishers, writers, Arts Council England and artists.

We operate a ticket pricing policy to ensure accessibility, an inclusive policy and conduct Venue Access Audits. We ensure that the programme remains of high quality, ambitious and meets the aims and goals of the Arts Council England Let's Create Strategy, themes and plans.

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Promotional Benefits

When working with secondary promoters, association with Newark Book Festival offers the following benefits:



Central marketing and publicity

This includes the production of at least 10,000 brochures distributed locally, regionally and nationally.



Worldwide presence via the Newark Book Festival website.



Profile raising opportunities by way of a dedicated media campaign, and that of bespoke coverage of the secondary programmer's events by the media.



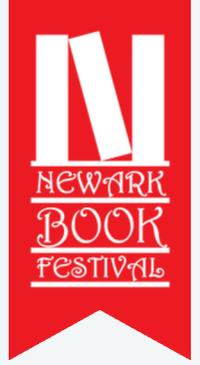
A presence at the Newark Book Festival launch event on Thursday 9th July 2026.



Newark Book Festival Branding packs, including posters & brochures.



Ensure anti-clashing with scheduling of festival programme.



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Event Commission Charges

Newark Book Festival offers all the above support to secondary programmers, if they wish to be part of Newark Book Festival, for which there are the following commission charges:

1-4 Free Events

Programming of one to four free of charge events (whether ticketed or unticketed)
£40.00 contribution

Paid Events – Venue Capacity under 50

Programming of ticketed (charging) events (venue capacity under 50)
£50.00 per event

Paid Events – Venue Capacity under 100

Programming of ticketed (charging) events (venue capacity under 100)
£100.00 per event

Please note this is for where Newark Book Festival is not taking the full Box Office Income at the event or where the Newark Book Festival have not programmed the event.

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Become Part of the Programme

This policy has been put in place to ensure that all partners can work together successfully and complement one another in order to provide the audience and artists of Newark Book Festival with an overall positive experience.

We are sure that secondary programmers will understand the need for their contributions. They are central to the ongoing development of Newark Book Festival and contribute primarily towards covering the costs of admin, marketing, and in particular the design and production of the brochure.

As the festival and secondary programmers grow, so the size of the brochure grows exponentially. We also need to ensure we safeguard our artistic offer and are still meeting the needs of our funders without taking away audiences from the core programme, without which the festival would no longer exist.

To add your event to the Newark Book Festival programme, visit our website and complete our Event Submission form:
www.newarkbookfestival.org.uk/submit





WE LOOK FORWARD TO WORKING WITH YOU!

We look forward to working with you for Newark Book Festival 2026 and celebrate our 10th birthday together this summer!

LOVE, SARA AND THE NEWARK BOOK FESTIVAL TEAM X

Sara Bullimore – Creative Director

Jessica Chambers – Marketing Officer

Jorja Le Gallienne – Administrator

Sarah Edwards – Social Media & Marketing Assistant

Via MacNab – Access Co-ordinator

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