



AIM LITERARY FESTIVAL
IS MORE THAN A CELEBRATION OF BOOKS.
IT IS A **STORYTELLING MOVEMENT**

WHY FORWARD THINKING BUSINESSES SHOULD
INVEST IN AIM LITERARY FESTIVAL



Founded by **award winning small press, Author In Me**, AIM Literary Festival is the **UK's fastest-growing network** of storytellers, authors, and book lovers with a **focus on South Asian narratives**.

- AIM Literary Festival is a week-long literary and cultural festival hosted across London and Buckinghamshire.
- 130+ sessions, 5,000+ attendees over the years.
- A growing audience of global creatives, entrepreneurs, educators, and storytellers.

THE PARTNERSHIPS



Landmark partnerships with institutions like the British Library, spotlighting global stories to diasporic memoirs, emerging authors, and community voices.



and the **Roald Dahl Museum**, spotlighting young achievers and young authors

AIM is more than a literary event, it is a cultural movement championing representation, inclusion, and storytelling as a tool for legacy and change.





A CULTURAL MELTING POT: BRIDGING THE UK AND THE WORLD

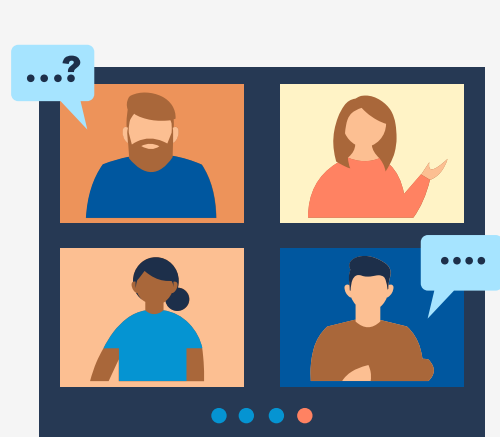
AIM is uniquely positioned at the intersection of cultures.
We're building bridges between:

- The UK and Global storytellers
- Diaspora authors and their ancestral roots
- Corporates and creatives
- Communities and global platforms

With **diverse programming, international panels, and cross-border partnerships**, AIM is not just a festival, it's a living, breathing dialogue.



FESTIVAL GROWTH



Founded in **2020** as a **2 hour virtual event** for children featuring speakers from the UK, India, and the US.

author in me



2021: Built global momentum with **2 days virtual event** for adults and children.

author in me

250 attendees



2022: In-person full day event at **The Nehru Centre, London**, marking a pivotal shift with a dynamic mix of writers, artists, and young voices



author in me

500 attendees



2023: Two day In-person event at the **Nehru Centre and Brent Civic Centre**.



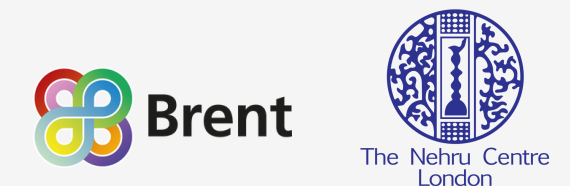
author in me



850 attendees



2024: Celebrated the fifth edition with a **week-long festival** at the **British Library**. Made strategic partnerships with **Roald Dahl Museum and Story Centre** to curate AIM Literary Festival for children,



author in me



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

6TH EDITION - AIM LITERARY FESTIVAL 1ST- 5TH OCTOBER 2025

1st October – GALA EVENING (By Invitation only)

6pm – 9pm

Instuit Francis, South Kensington,
Expected footfall – 150 people

2nd October – KNOWLEDGE EXCHANGE DAY

6pm – 9pm

Open Mic at the French Library
Expected footfall – 150 people

4th October – STORYGARDEN DAY in partnership with the British Library

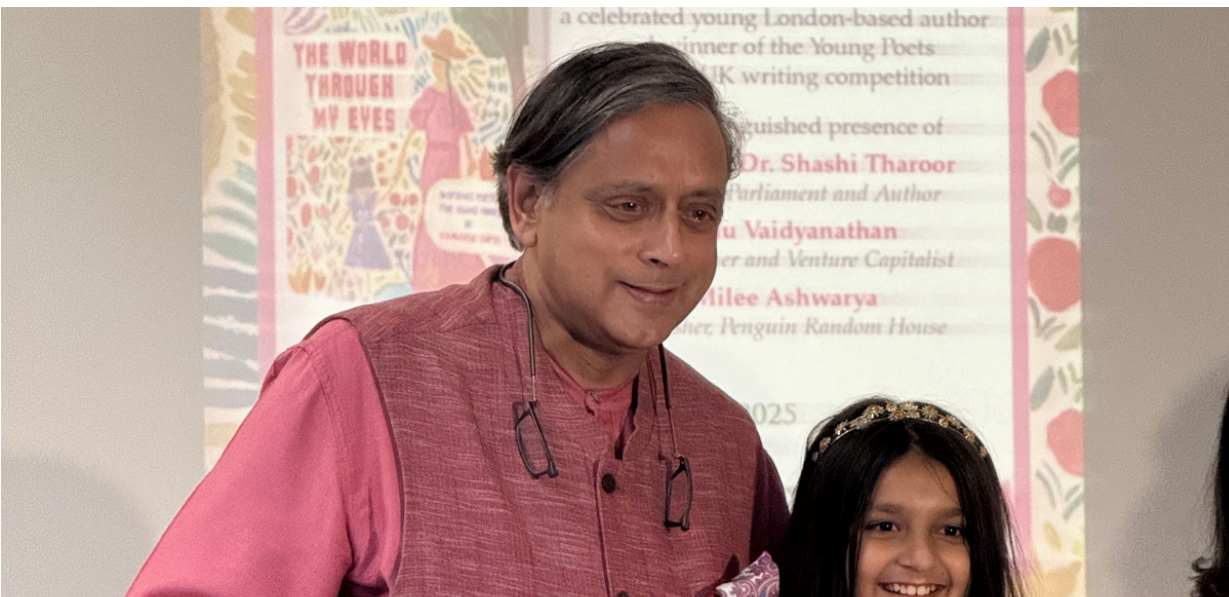
10am – 7pm

A conference style full day with TEDx style Inspire Talks, Panels, Author Interview,
Book Launches, Masterclasses and Live Podcasting.
Expected footfall – 500 people

5th October AIM Literary Festival for children –YOUNG VOICES in partnership with the Roald Dahl Museum

10am – 4pm

Full day event in partnership with the Roald Dahl Museum for Families
Families, Authors, Educators, Broadcasters, Storytellers, Organisations working with children
Expected footfall – 500 people



Speaker Lineup (2025 Highlights)

- Naga Munchetty, BBC
- Amish Tripathi, Author & Diplomat
- Anita Rani, Broadcaster
- Sunny Singh, Jhalak Prize
- Rebecca, Daunt Books
- Candid Book Club
- Rik Ubhi (Diary of a CEO team, the Flightstory)
- Imogen Bond, Empathy Lab
- Asma Khan, Chef & Author
- Anila Dhami, Presenter
- Jassa Ahluwalia, Actor & Writer

and more authors, poets, entrepreneurs, and thought leaders from across the globe

AIM Podcast guests

- Raghav Khanna
- Vani Tikoo Tripathi
- Dena Merriam
- Rohit Sahoo
- Mathew Holman
- Kishori Jani
- Swapna Dutta





AIM Rendezvous Author Talks is an intimate series of conversations with authors whose words challenge, heal, and inspire. Held in a relaxed, engaging format, these 1:1 sessions offer a rare glimpse into the minds and journeys of storytellers from across the globe. From debut voices to literary icons, each author shares the heart behind their work, what moves them, what shapes their craft, and why their story matters. Designed to spark meaningful dialogue between writers and audiences, AIM Rendezvous celebrates the power of literature to connect us across cultures, generations, and lived experiences—one story, one conversation, one moment at a time.



AIM Inspire Talks is a TEDx style powerful platform within the AIM Literary Festival that brings together bold voices from around the world to share stories that spark change, challenge norms, and celebrate identity. From authors and activists to business leaders and creative pioneers, each speaker offers a unique perspective rooted in lived experience and purpose. These short, impactful talks are designed to ignite conversation, amplify underrepresented voices, and blur the boundaries between art, culture, and leadership. AIM Inspire Talks is where storytelling becomes a catalyst for inspiration, transformation, and connection across communities, industries, and continents.





AIM Creative Networking is a vibrant space at the AIM Literary Festival designed to spark meaningful connections among writers, artists, publishers, educators, and creative professionals. More than just a meet-and-greet, it's a curated experience where collaboration takes centre stage. Through informal gatherings, themed tables, and facilitated exchanges, participants can share ideas, explore partnerships, and discover new opportunities across disciplines and borders. Whether you're an emerging voice or an industry expert, AIM Creative Networking offers a welcoming environment to grow your creative circle, build your community, and find collaborators who share your passion for storytelling, innovation, and cultural transformation.



AIM Publishing Insights is a dedicated space within the AIM Literary Festival that explores the evolving world of publishing through the lens of inclusivity, innovation, and access. From traditional pathways to self-publishing and hybrid models, this segment brings together editors, literary agents, publishers, and debut authors to demystify the industry. Through panels, interviews, and behind-the-scenes conversations, AIM Publishing Insights offers practical guidance and deep reflections on what it means to publish in a changing world. It celebrates diverse narratives, challenges gatekeeping, and empowers emerging voices to understand their rights, find their platforms, and shape the future of storytelling.



AIM Workshops are immersive, hands-on sessions designed to ignite creativity, build confidence, and develop skills across all forms of storytelling. From writing and poetry to illustration, performance, podcasting, and publishing, these workshops are led by experienced authors, artists, and industry professionals. Open to all ages and experience levels, AIM Workshops provide a safe, inclusive space to explore your voice, experiment with form, and engage in collaborative learning. Whether you're a young writer finding your spark or a seasoned creative seeking new inspiration, these sessions are where stories are shaped, skills are honed, and creative journeys are set in motion.

SPONSOR OUR SESSION 1

LIVING STORIES: MEMOIR, ADAPTATION, AND CREATIVE EXPANSION

Explore the rich intersection of personal narrative, historical imagination, and factual storytelling in this compelling panel. Join acclaimed authors and screen creatives as they discuss the craft of writing across genres—and the transformative journey of adapting powerful books into unforgettable screen experiences.



Panel : The Art and Ethics of Adapting Books to Screen

Raghav Khanna, Documentary Producer
Nick F, Literary agent, Curtis Brown
Domonique Unsworth, CEO, Resource
Productions CIC

Conversation with Joseph Harker, Senior Editor, Guardian

Joseph Harker is a distinguished senior editor at The Guardian, leading efforts in diversity and development.

Powerful narrative shared in 10 minutes **JASSA AHLUWALIA**

Jassa Ahluwalia is a British actor and author, filmmaker of mixed Punjabi-English heritage. He gained recognition as Rocky in BBC Three's Some Girls and appeared in Ripper Street and Peaky Blinders,

SPONSOR OUR SESSION 2 - TECH INNOVATION IN PUBLISHING

Discover how technology is transforming the publishing landscape, from AI-powered editing and digital storytelling to new platforms for distribution and reader engagement. This thought-provoking session brings together innovators and industry experts to explore the future of books, authorship, and creativity in the digital age.



Panel : Writing the Future: The Ethics of AI in Storytelling, Publishing, and Human Imagination

Amish Tripathi, Author and Ex Diplomat
Rik Ubhi, Head of Publishing at FlightStory Books
Society of Authors



Conversation with Jessica Pancholi from Candid Book Club

Jessica Pancholi is a dynamic literary curator and scientific editor, best known as a founding member of The Candid Book Club.



Powerful narrative shared in 10 minutes **NAGA MUNCHETTY**

Naga Munchetty is a respected British journalist and broadcaster, best known as a presenter on BBC Breakfast and BBC Radio 5 Live. With a background in financial journalism, she brings clarity and depth to complex topics, ranging from politics to global affairs.

SPONSOR OUR SESSION 3

WOMEN LED STORIES OF TRANSFORMATION AND TRUTH

This inspiring session highlights women writers who turn real-life experiences into powerful narratives of change, resilience, and self-discovery. From memoir to fiction, explore how personal truth becomes a source of creative transformation and how women use storytelling to reclaim voice, identity, and agency.



Panel : Stories That Change Us: Narratives of Growth, Loss, and Becoming

Asma Khan, Author
Ekta Bajaj , Author and artist
Sunny Singh, Author



Conversation with Rebecca from Daunt Books

Nestled at 83–84 Marylebone High Street, Daunt Books Marylebone is the flagship branch of the beloved independent bookstore founded by James Daunt in 1990.



Powerful narrative shared in 10 minutes ANITA RANI

Anita Rani is an acclaimed British broadcaster, journalist, and author, known for her dynamic presence across television and radio. A familiar face on programmes like BBC One's Countryfile, BBC Radio 4's Woman's Hour, and The One Show, she blends warmth with insightful storytelling.





AIM PODCAST



INSPIRING STORIES THAT MOVE - AIM LIVE PODCAST SERIES

SHOWCASING VISIONARY BUSINESSES,
AND CHANGE MAKERS
AT
AIM LITERARY FESTIVAL





A PLATFORM FOR PURPOSE-LED AUTHENTIC STORIES

***The AIM Podcast Series** (audio and video) is a dynamic platform that amplifies the voices of visionary brands, businesses, and change makers shaping the future of commerce, culture, and community. Hosted during AIM Literary Festival 2025, the UK's fastest-growing celebration of cultural storytelling—this series brings authentic stories to the forefront, sparking inspiration, connection, and meaningful impact.*

Podcast narrative will be aligned with the Festival's 2025 theme, Challenge Your Choices: Exploring the moments that shaped who we are and the brands we build.

www.aimlitfestival.com



BUILD BRAND LEGACY THROUGH STORYTELLING

Podcast can be recorded during AIM Literary Festival
@ British Library on 4th October 2025

or pre-recorded with highlights shown at the British Library

This is a rare opportunity to build lasting brand legacy through authentic storytelling, bringing brands and audiences together in a deeply human way that no ad or slogan can replicate. It's a chance to go beyond promotion and share values that truly move people and inspire lasting connection.

- **Storytelling weaved into a creative narrative to include client stories:** Bespoke content development ensures that brand values and personal stories are thoughtfully blended to create a meaningful emotional journey for listeners.
- **Professionally produced episodes** + short-form video content (Instagram, LinkedIn, YouTube Shorts)

OUR PODCASTING SERIES OFFERS:

- A **Professionally Produced** Podcast episode.
- **Live or Studio Recording options** – Join us at the festival in a branded podcast lounge or host a session in your own venue.
- **Curated Storytelling Experience** – We work with your team to craft powerful, aligned content that reflects your brand's voice and mission
- **Feature Interviews** – Showcase your leadership, team members, social impact partners, or standout clients
- **Full Usage Rights** – Reuse your podcast content for PR, marketing, internal communications, or investor relations



Return on Investment

Lasting Visibility – Your brand stays in the spotlight long after the festival, with podcast episodes available indefinitely across major digital platforms.

Values-Led Storytelling – Align your brand with content that reflects purpose, authenticity, and social impact.

Brand logo will be featured at the British Library , offering trusted visibility to **86.9K+ YouTube subscribers** with live-streaming programme

Brand logo will appear on the British Library's AIM Literary Festival ticketing landing page from August, with continued post-festival visibility through the archived programme on the British Library platform.





DEMOGRAPHICS

AIM Literary Festival over the years

Events: 130+ sessions including StoryGarden, Open Mic, Knowledge Exchange Day
Speakers: Over 225 diverse authors, poets, educators, and creatives

Audience Composition:

- 50% South Asian Diaspora (India, Pakistan, Bangladesh, Sri Lanka)
- 15% Educators, Librarians, and Book Industry Professionals
- 20% Emerging Creatives & Students
- 15% General Public and Readers

Geographical Reach:

Primarily UK-based with growing international digital viewership from India, Canada, US, UAE, and Southeast Asia.

Age Range:

18–35: Young creatives, aspiring authors, students
35–55: Entrepreneurs, educators, professionals
55+: Retired professionals, heritage keepers, mentors

This diverse demographic gives sponsors a unique opportunity to connect with both established industry voices and the next generation of thought leaders.

BE PART OF
AIM LITERARY FESTIVAL
2025



GOLD PRIME SPONSOR – £10,000

- ✓ **Branding** across all promotional materials.
- ✓ **Featured double spread** spotlight in print festival brochure to share your brand's story.
- ✓ **High-Visibility Exposure** through press releases, social media, and marketing campaigns.
- ✓ **Prime Logo Placement** and main stage digital backdrop.
- ✓ Promotional banner on the festival website
- ✓ Shoutout at all sessions during the festival
- ✓ VIP 6 tickets

Bonus:

ALF Podcast Series Live/recorded Podcast @ The British Library

Podcast duration– 45 minutes

SILVER SPONSOR – £6,000

- ✓ **Brand Visibility** across festival marketing materials and social media promotions.
- ✓ **Featured One page Spotlight** in our festival brochure to share your brand's story.
- ✓ **VIP 3** tickets
- ✓ **Can Sponsor 1 session**
- ✓ **Logo Placement** on the festival website and event signage.

Bonus:

Pre-recorded brand message shared across social media platforms, with select highlights showcased during the British Library event

BRONZE SPONSOR – £3,000

- ✓ **Brand Integration** across festival marketing materials and social media promotions.
- ✓ **Featured half- page spotlight** in our brochure to share your brand's story.
- ✓ **VIP 2** ticket
- ✓ **Logo Placement** on the official website.



Founded by women of South Asian heritage, Author In Me Publishing is a purpose-driven, award winning independent press dedicated to amplifying global voices and sparking meaningful conversations through storytelling. As the force behind the AIM Literary Festival, we champion stories that inspire courage, creativity, and connection, empowering young readers while building a platform where authors, educators, and brands grow together.

AIM Literary festival is a not-for-profit CIC. We believe in making literature and arts accessible to all.





Advisory Board



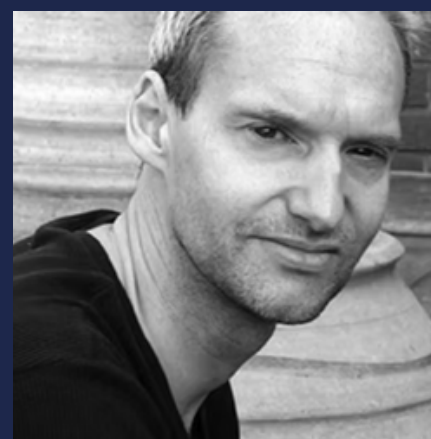
Anila Dhami

Anila Dhami, an award-winning British journalist, has worked with ITV News, Channel 5, LBC, and the BBC, sharing stories authentically for over a decade. A Barnardo's and Binti ambassador, she holds an English degree from Queen Mary and a Philosophy & Literature Master's from Warwick, exploring feminism and psychoanalysis.



DR PUSHPINDER CHOWDHARY- MBE

Dr Chowdhary, a trained psychotherapist with 38+ years of community service, co-founded Tongues on Fire Ltd, which organises the UK Asian Film Festival (UKAFF). Honoured with an MBE and multiple awards, she advocates mental health through cinema, is a published author, and an active member of BAFTA, BFI, and DAWN.



Alan Durant

Alan Durant is an award-winning author of over 100 books for children and young adults, including Burger Boy and Always and Forever. Known for his engaging and imaginative storytelling, Alan's work spans picture books, novels, and poetry. He also runs creative writing workshops, inspiring young writers to unleash their creativity.



Loveena Tandon

With over two decades as an award-winning broadcast journalist, Loveena Tandon is a true luminary. As the host of the acclaimed podcast "India - Story In Making", a skilled storyteller, and a B2B media marketing expert, she crafts compelling narratives, engages audiences, and delivers impactful strategies through diverse creative avenues.



Rani Singh

Rani Singh is a fearless and original storyteller, known for her work on BBC Radio and Television. A dedicated producer-reporter, she has authored six books, including An Officer and His Holiness, which inspired the film Never Forget Tibet. With acting credits in EastEnders and more, she uses her drama background to bring empathy and richness to



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FURTHER

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