



National Writers Series
Writers Series of Traverse City™

Corporate Partnership Opportunities



123 W. Front Street
Traverse City, Michigan 49684
(231) 577-6971



National Writers Series
Writers Series of Traverse City™

Writers Series of Traverse City Programs



National Writers Series

The Traverse City National Writers Series supports Grand Traverse area high school students pursuing writing careers by bringing to life great conversations with today's bestselling authors. Net proceeds from events are donated to a dedicated scholarship fund with the Grand Traverse Regional Community Foundation. Past authors include: Mitch Albom, Mario Batali, Tom Brokaw, Lee Child, Michael Connelly, Janet Evanovich, Richard Ford, Jodi Picoult, Anna Quindlen and David Sedaris.



Front Street Writers

Front Street Writers is a for-credit, tuition-free, rigorous creative writing program for public high school students. Led by publishing writers-in-residence, enthusiastic Traverse City Area Public School teachers, and NWS's nationally renowned guest authors who conduct master classes with the students, the program treats the young writer as a serious artist and as a working professional. This is done with the belief that the creation of literature is an important, stimulating way of life and a way to forge a rewarding livelihood.

The Front Street Writers studio is located at 123 W. Front Street in downtown Traverse City, Michigan, in a nearly 4,000 square foot creative learning studio. Because of a generous donation from Steelcase and Jonathan and Marissa Wege, the stylish and modern facility is equipped to accommodate classroom-style teaching, in-the-round workshops, formal readings, and interactive story editing.



Young Writers Awards

It is the goal of the National Writers Series, with the support of the Grand Traverse Community Foundation and in cooperation with Michigan Writers, to award up to \$6,000 in scholarships (\$2,000 each) in the categories of poetry, fiction or non-fiction. In addition, winners will receive a master's class in their submitted genre and have their work considered for publication in an upcoming issue of Dunes Review, Michigan Writers' literary journal. Winners are recognized at an NWS author event every spring. To date, more than \$20,000 in scholarship monies have been awarded to students in the five-county area.

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National Writers Series Writers Series of Traverse City™

Advantages of Partnership

National Writers Series

When you invest in the National Writers Series' corporate sponsorship program, you are building valuable social capital by aligning with our events and experiences that targeted consumers are passionate about. At the same time you are supporting our mission to promote students' writing excellence and connect communities with national writers to advance appreciation of the written word.

The opportunity for visibility through our media reach is extensive:



- Our coverage includes interviews and stories in leading daily and weekly newspapers; on three TV stations; and on FM & AM radio, including NPR, and a bi-weekly segment on an NBC affiliate programmed and produced by NWS.
- Each NWS event is videotaped and re-broadcast on cable TV.
- NWS markets directly to an enthusiastic demographic of readers, writers and book buyers, book clubs, libraries, and high school and college students.
- Promotion extends beyond the Grand Traverse region, often attracting the attention of state-wide and national media.
- In addition, we acknowledge sponsors through pre-event and event presentations, signage and on-stage introductory comments depending upon sponsorship levels.
- Sponsors are recognized on the NWS website: www.nationalwritersseries.org with active links.
- Robust social media campaigns on Facebook and Twitter.
- Customizable sponsorship packages to fit your business objectives.



National Writers Series
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National Writers Series Event Sponsorship

Sustaining Sponsor - \$10,000

Business category exclusivity - Limited number available.

- Attachment to National Writers Series website with active link
- Attachment to series Winter / Spring series Program Guide, plus Summer / Fall series Program Guide as a Sustaining Sponsor.
- Attachment to select event media releases
- Attachment to select television and radio promotional campaigns
- Attached to related collateral event materials
 - Year-round promotional window decals on Cass and Front Street
 - 24" x 36" easel signs for all events planned season-long
 - Over 100 logoed posters will be spread around the Grand Traverse region for each series event
- Attached to pre-event slideshow at each NWS event
- Attached to opening remarks at each NWS event with premium placement
- Use of registered NWS logo and marks for promotional and co-branding purposes (written permission for usage application must be given).
- Complimentary tickets for four (4) guests at each event
- Complimentary tickets for four (4) guests to pre-event author receptions, when scheduled
- Complimentary subscription to NWS Friends membership (family level)
- Activation and leveraging opportunities specific to your business may be developed to meet pre-determined objectives

Season Sponsor - \$6,000/season

2 Seasons: Winter/Spring & Summer/Fall - Limited number available.

- Attachment to National Writers Series website with active link
- Attachment to series Winter / Spring Program Guide OR Summer / Fall series Program Guide as Season Sponsor
- Attachment to media releases for Winter / Spring OR Summer / Fall series events
- Attached to related collateral event materials
 - Year-round promotional window decals on Cass and Front Street
 - 24" x 36" easel signs for all events planned for Winter / Spring OR Summer / Fall season
 - Over 100 logoed posters will be spread around the Grand Traverse region for Winter / Spring OR Summer / Fall season
- Attached to pre-event slideshow at each NWS event during Winter / Spring OR Summer / Fall season
- Attached to opening remarks at each NWS event during Winter / Spring OR Summer / Fall season
- Use of registered NWS logo and marks for promotional and co-branding purposes (written permission for usage application must be given).
- Complimentary tickets for four (4) guests at each event
- Complimentary tickets for four (4) guests to pre-event author receptions, when scheduled
- Complimentary subscription to NWS Friends membership (single level)
- Activation and leveraging opportunities specific to your business may be developed to meet pre-determined objectives

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National Writers Series Writers Series of Traverse City™

Event Sponsor - \$2,000/event

10 - 12 events annually - Limited to one sponsor/event.

- Attachment to National Writers Series website with active link
- Attachment to media releases for sponsored event
- Attached to related collateral event materials for sponsored event
 - Year-round promotional window decals on Cass and Front Street 24" x 36" easel signs for all events planned for sponsored event
 - Over 100 logoed posters will be spread around the Grand Traverse region for sponsored event
 - Attached to pre-event slideshow at each NWS event during sponsored event
 - Attached to opening remarks at sponsored event
 - Complimentary tickets for four (4) guests for sponsored event
- Complimentary tickets for four (4) guests to pre-event author reception for sponsored event (when scheduled)
- Activation and leveraging opportunities specific to your business may be developed to meet pre-determined objectives

Pre-event Reception Sponsor - \$2,500 to \$3,500

Rate varies based on number of invitees and ticket & book pricing. Limited to one sponsor per event and based on author availability

- Private pre-event reception for you, your guests and select NWS donors & sponsors
- Meet and Greet at reception with NWS guest
- Appetizers, wine and other beverages provided at reception
- One event ticket and signed book per guest
- Opportunity to give a brief welcome address at the reception
- Email invitation from NWS to your guests with logo attachment
- Attachment to pre-event slideshow for sponsored event
- Activation and leveraging opportunities specific to your business may be developed to meet pre-determined objectives

In-kind Sponsor

Includes services such as printing, catering, floral, furnishings, travel, transportation, and more.

- Attachment to National Writers Series website with active link
- Attached to related collateral materials for select event
 - 24" x 36" easel signs for all events planned for select events
 - Over 100 logoed posters will be spread around the Grand Traverse region for select events
 - Attached to pre-event slideshow at each NWS event for select events
- Complimentary tickets for two (2) guests at select events
- Complimentary tickets for two (2) guests to select pre-event author receptions, when scheduled
- Activation and leveraging opportunities specific to your business may be developed to meet pre-determined objectives



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Front Street Writers Sponsorship

Academic Year Sponsor - \$2,500

1 available per year. Benefits of sponsorship are valid for an entire calendar year.

- Attachment to series Winter / Spring series Program Guide AND Summer / Fall series Program Guide (based on semester sponsored)
- Attachment to Front Street Writers promotional materials
- Attachment to Student page on National Writers Series website
- Attached to pre-event slideshow at each NWS event during Winter / Spring and Summer / Fall season
- Complimentary subscription to NWS Friends membership (family level)

Semester Sponsor - \$1,500

1 available per semester. Benefits of sponsorship are valid for Winter/Spring or Summer Fall season.

- Attachment to Winter / Spring series Program Guide OR Summer / Fall series Program Guide
- Attachment to Front Street Writers promotional materials
- Attachment to Student page on National Writers Series website
- Attached to pre-event slideshow at each NWS event during Winter / Spring and Summer / Fall season
- Complimentary subscription to NWS Friends membership (family level)

Student Sponsor - \$300

25 -30 available (based on enrollment). Your sponsorship dollars help to fund items such as parking fees, school supplies and tickets to NWS events for FSW students.

- Attachment to Winter / Spring series Program Guide and Summer / Fall series Program Guide
- Attachment to Student page on National Writers Series website with active link
- Attached to pre-event slideshow at each NWS event during Winter / Spring and Summer / Fall season
- Complimentary subscription to NWS Friends membership (single level)

In Kind Sponsor

Includes services such as printing, school supplies, transportation, and technology.

- Attachment to National Writers Series website with active link
- Attached to related collateral event materials for select event
 - 24" x 36" easel signs for all events planned for select events
 - Over 100 logoed posters will be spread around the Grand Traverse region for select events
 - Attached to pre-event slideshow at each NWS event for select events
- Complimentary tickets for two (2) guests at select events
- Complimentary tickets for two (2) guests to select pre-event author receptions, when scheduled

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Young Writers Award Sponsorship

The National Writers Series, with support of the Grand Traverse Community Foundation and in cooperation with Michigan Writers, annually awards up to \$6,000 in scholarships (\$2,000 each) in the categories of poetry, fiction and non-fiction. Winners are recognized at an NWS author event in the spring.

Poetry Sponsor - \$1,000

- Opportunity to present poetry scholarship winner with their award at Spring Scholarship Presentation event
- Attachment to National Writers Series website with active link
- Attachment to media release for Scholarship Awards event
- Attached to related collateral event materials for Scholarship Awards event
 - 24" x 36" easel signs at Scholarship Awards event
 - Over 100 logoed posters will be spread around the Grand Traverse region for Scholarship Awards event
 - Attached to pre-event slideshow at Scholarship Awards event
 - Attached to opening remarks at Scholarship Awards event
- Complimentary tickets for four (4) guests for Scholarship Awards event

Fiction Sponsor - \$1,000

- Opportunity to present fiction scholarship winner with their award at Spring Scholarship Presentation event
- Attachment to National Writers Series website with active link
- Attachment to media release for Scholarship Awards event
- Attached to related collateral event materials for Scholarship Awards event
 - 24" x 36" easel signs at Scholarship Awards event
 - Over 100 logoed posters will be spread around the Grand Traverse region for Scholarship Awards event
 - Attached to pre-event slideshow at Scholarship Awards event
 - Attached to opening remarks at Scholarship Awards event
- Complimentary tickets for four (4) guests for Scholarship Awards event

Nonfiction Sponsor - \$1,000

- Opportunity to present nonfiction scholarship winner with their award at Spring Scholarship Presentation event.
- Attachment to National Writers Series website with active link
- Attachment to media release for Scholarship Awards event
- Attached to related collateral event materials for Scholarship Awards event
 - 24" x 36" easel signs at Scholarship Awards event
 - Over 100 logoed posters will be spread around the Grand Traverse region for Scholarship Awards event
 - Attached to pre-event slideshow at Scholarship Awards event
 - Attached to opening remarks at Scholarship Awards event
- Complimentary tickets for four (4) guests for Scholarship Awards event



National Writers Series

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NWS Demographics and Attendance

Gender

- Male 34%
- Female 56%

Age

- 15-24 12%
- 25-34 6%
- 35-49 21%
- 50+ 61%

Employment Status

- Outside Home 42%
- At Home 6%
- Student 7%
- Retired 38%
- Unemployed 3%
- Other 4%

Household Income

- <\$45K 15%
- \$45 - \$75K 28%
- \$75 - \$100K 18%
- \$100 - \$125K 18%
- \$125 - \$150K 6%
- >\$150K 15%

Social Media

- Facebook
- Twitter
- YouTube
- GoodReads

Website

- 2,600 visitors monthly
- 2,000 unique visitors monthly
- 8,500 page views monthly
 - 3.21 pages/visit
 - 2:44 average visit duration
- 67.28% new visitors monthly

Email Database:

- 3,500 and growing daily

Event Attendance:

- 500 - 700 / event
- 80% Greater five-county area
- 15% Other parts of Michigan
- 5% Out of state

When companies invest in NWS sponsorship, they gain the advantage of connecting with and making a positive impression on people through something they are already passionate about. Let us explore with you how to make partnering with the NWS an effective addition to your company's overall marketing plan. For more information on how you and your company can demonstrate your relevance to consumers and your commitment to community involvement, call us for a consultation.

For more information about NWS sponsorship contact:

Chuck O'Connor, CFEE
chuck@emgconsult.com
(231) 590-2521

Jill Tewsley, executive director - NWS
jtewsley@nwstc.org
(231) 577-6971

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