

NWS 2020 Sponsorship Opportunities



**CELEBRATING 10 YEARS OF
GREAT CONVERSATIONS**



NATIONAL WRITERS SERIES

A Year-Round Book Festival

CELEBRATING 10 AMAZING YEARS!



Amy Alkon - first author, 2010



David Ebershoff - 2016



Tess Gerritsen - 2015



Mitch Albom - 2011/2013/2019



Nancy Horan - 2014



Geraldine Brooks - 2012



Vince Gilligan - 2012



Temple Grandin - 2013



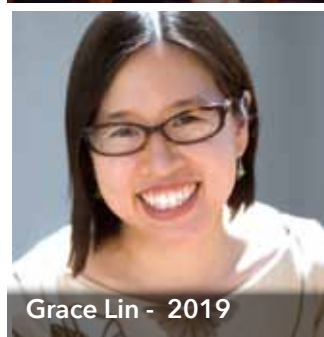
Greg Iles rocks the house - 2017



Mary Roach & Benjamin Busch - 2017



Joe Hill - 2018



Grace Lin - 2019



Alice Walker - 2018



Garth Stein - 2015

Look at what your sponsorship dollars can help us achieve

The Traverse City National Writers Series uses net profits from events and donations to support Raising Writers innovative reading and writing programs for area students.

FRONT STREET WRITERS

Each year, the National Writers Series helps hundreds of students hone their writing and reading skills. We believe exceptional literary skills create a path forward to an amazing future.

Front Street Writers is an award-winning, rigorous and free program taught at TBA-ISD's Career Tech Center. Thanks to our collaboration, students are often treated to lectures by Pulitzer Prize-winning and *New York Times* bestselling authors who later take the City Opera House stage. FSW students are also given the opportunity to recite their work at NWS's mainstage events. Finally, their best work is published in the *NWS Literary Journal* and on the FSW website.

Two recent FSW graduates received four-year, full-ride scholarships to Central Michigan University based, in part, on their superb essays. Former Cherry Queen Grace Boyles credited her success to the program.

For the second consecutive year, our FSW students dominated the Young Playwrights Festival. Approximately 50 area students submitted entries in 2019. Six finalists were chosen, including four from the FSW program. Congratulations to: Sage Campbell, Hannah Gregory, Jonathan Gregory and Clara Lick. The students saw their plays performed in April at the City Opera House. That's not all! FSW student Molly Stadler qualified to compete at the state level of Poetry Out Loud, a national poetry recitation competition. She also won the annual NWS scholarship poetry competition and was selected as an NWS intern.



POETRY WORKSHOP

Last spring, Traverse Heights Elementary and Blair Elementary fourth- and fifth-graders took part in a series of three poetry workshops taught by playwright Samantha Collier with the help of several volunteers. These workshops introduce children to the art of poetry and a new way of expressing themselves. At the conclusion of the workshops, each student recited his or her poem in front of the class. They also took home a classroom journal that compiled all their poems.

BATTLE OF THE BOOKS

Launched in 2016, Battle of the Books is a free, book-based quiz competition engaging hundreds of fourth- and fifth-graders. In 2019, the Grand Traverse County-based battle added two more counties—Benzie and Leelanau. This event is in line with our belief that when reading is fun, kids read a LOT more.

In February, some 300 students from three counties descended on NMC's Scholars Hall to compete in the Battle of the Books. All 50 teams read ten books and were quizzed on details. The kids sharpened their memory skills, made new friends and, of course, basked in the pleasure of reading well-told stories.

CREATIVE WRITING CLASSES

NWS offers creative writing classes for youth in partnership with Northwestern Michigan College. We help find instructors, create and promote the classes, and publish the best writing in our annual NWS Literary Journal.

COLLEGE SCHOLARSHIP PROGRAM

Offered in collaboration with the Grand Traverse Regional Community Foundation, NWS awards three scholarships each year in a writing competition that is judged "blind." To date, 30 students have received \$48,000 in scholarship money. In the last three years, students in the Front Street Writers program have swept the contest in all three genres: fiction, poetry and nonfiction.



NATIONAL WRITERS SERIES

When you become a National Writers Series sponsor, you are getting eyes and ears on your important business *and* supporting a more vibrant downtown. And did you know that NWS uses net profits from the events to promote students' writing excellence through its Raising Writers programs? So your sponsorship also supports a great cause.

WHO WILL SEE YOUR BUSINESS?

Considered one of the areas most generous sponsorship packages

- * Sponsors are personally thanked in front of City Opera House audiences ranging from 300 to 670 people. As they are thanked, a slide is shown with the company logo.
- * Sponsor logos are displayed on the NWS website, boasting 49,500 page views this year.
- * Posters with sponsor logos are displayed at City Opera House, the Cherry Capital Airport, Traverse Area District Library and Horizon Books. That's a lot of eyes!
- * Posters displaying sponsor logos are distributed to 70 area businesses and in TCAPS schools.
- * Ads displaying the event sponsor are printed in Northern Express (with circulation ranging from 27,000 in winter to 35,000 in summer) and the Traverse City Record-Eagle (circulation 15,000 weekday and 20,000 on Sundays).
- * Our email blasts with clickable logos are sent to our distribution list of 8,500-plus people.
- * Sponsor support is strongly recognized in our program guide—a total of 1,900 are distributed throughout the season to event attendees and distributed throughout NW Michigan.



OPTION 1 - FULL YEAR

\$10,000 Sustaining Sponsor (SEPT - AUG)

- Business category exclusivity
 - Full-page back cover ad in color for both seasonal programs (2) (\$1400 value)
 - Opportunity to introduce an author on stage (1x)
 - Business name and logo on all printed collateral event material:
 - 24- x 36-inch event posters for entire year displayed at the City Opera House (window), Traverse Area District Library and Horizon Books
 - The season line-up banner at Cherry Capital Airport and at each event
 - A banner listing all sponsors and donors—displayed at each event
 - Posters distributed throughout the Grand Traverse region for each event
 - A public “thank you” and slide for sustaining sponsorship during introductory speech at every event
 - Business name and logo in pre-event slide show on big screen
 - Four premium reserved seat tickets to all author events for the entire year (64 tickets total) a minimum \$1,632 value
 - Clickable logo link on website
 - Inclusion in weekly email blast to 8,500 NWS attendees – includes your business name/logo with link
-

OPTION 2 - HALF YEAR

\$5,000 Season Sponsor

- Full-page color ad in program - (1) (Jan-Aug or Sept-Dec) (\$600 value)
- Opportunity to introduce an author on stage (1x)
- Business name and logo on all printed collateral event material:
 - 24- x 36-inch event posters for entire season displayed at the City Opera House (window), Traverse Area District Library and Horizon Books
 - The season line-up banner at Cherry Capital Airport and at each event
 - A banner listing all sponsors and donors—displayed at each event
 - Posters distributed throughout the Grand Traverse region for each event
- A public “thank you” and slide for season sponsorship during introductory speech at each event during your sponsorship half year
- Business name and logo in pre-event slide show
- Four premium reserved seat tickets to all author events for entire season (32 tickets total) a \$816 value
- Clickable logo link on website
- Inclusion in weekly email blast to 8,500 NWS attendees – includes your business name/logo with link

OPTION 3

\$2,000 Individual Event Sponsor

- Half-page color ad in program (Jan-Aug or Sept-Dec) (\$400 value)
- Seventy event posters distributed throughout the Grand Traverse region
- Business listed in the season line-up poster displayed at Horizon Books and Cherry Capital Airport, also at City Opera House for all events
- Cherry Capital Airport banner
- Business name included in *Record-Eagle* and *Northern Express* ads
- A public “thank you” for that evening’s sponsorship during introductory speech
- Business name and logo in pre-event slide show, which is shown at all events
- 24- x 36-inch “Thank you” poster displayed at your sponsored event
- 4 premium reserved tickets to your sponsored event – a \$100 value
- Opportunity to set up a display table at your sponsored event to promote your business and/or collect attendee contact information
- Clickable logo link on website
- Inclusion in weekly email blast to 8,500 NWS attendees – includes your business name/logo with clickable link



Guest host Angie Morgan chats with NYT bestselling author Daniel Pink



Aarti Shahani admiring the NWS Airport banner



NWS LITERARY PARTNER

\$1,000 Per Event

Same benefits as an Event Sponsor, but ¼ page ad in the NWS Program Guide (\$200 value) and two premium reserved tickets (\$51 value) for sponsored event

NWS SUPPORTING SPONSOR

Awarded to businesses who donate or discount services \$500 or more yearly

- Inclusion of logo in the NWS event slideshows
- ¼-page ad in the Program Guide (\$225/season or \$400/full year)
- Mention in our weekly email blasts with clickable link
- Inclusion of logo in the NWS Program Guide
- Inclusion on the NWS website with clickable link
- Two free general admission tickets for one event per season (value of \$31)

BUY AN AD IN THE NWS PROGRAM GUIDE

NWS prints two seasonal program books per year. These are given to all event attendees (average of 450 per event or 5,200 attendees per year) and have an extremely high readership rate. All are full-color ads with two programs printed per year with option to change your ad between seasons.

COST OF ADS:

- \$1,080 full page annually (both seasons) OR \$600 for one season
- \$720 half page annually (both seasons) OR \$400 for one season
- \$400 quarter page annually (both seasons) OR \$225 for one season



NATIONAL WRITERS SERIES MEMBERSHIP LEVELS

The NWS is a nonprofit organization dedicated to providing the Grand Traverse area with the best and brightest literary talent today. Plus, NWS works diligently to raise the next generation of writers by offering numerous educational opportunities and college scholarships to area youth – elementary through high school.

Yes, a good portion of our programming is supported by event ticket sales but we still need your charitable support to bridge the gap (about 20% of our operating budget relies on your donation dollars). An NWS membership of any level helps tremendously.

DONATION LEVELS: All levels include recognition in the NWS program guide & Airport Banner

FOUNDERS CIRCLE: \$10,000 year/for 3 years

- Signed books from ALL author events (16 events on average) – a \$400 value!
- Four (4) complimentary premium reserved tickets to all NWS events – a \$1600 value
- NWS sticker
- Family Membership benefits

BESTSELLER LIST: \$5,000 - \$9,999 per/year

- Two (2) complimentary premium reserved tickets to all NWS events – a \$800 value
- NWS sticker
- Family Membership benefits

NATIONAL BOOK AWARD: \$1,000 - \$4,999 per/year

- NWS sticker
- Family Membership benefits

QUILL: \$125 - \$999 per/year

- NWS sticker
- Family Membership benefits

Become a Friend Today!

INDIVIDUAL MEMBERSHIP: \$50 per/year

- Purchase up to two (2) tickets during advance purchase weeks
- NWS Sticker
- 10% off purchases at Morsels

FRIENDS
membership

FAMILY MEMBERSHIP: \$100 per/year

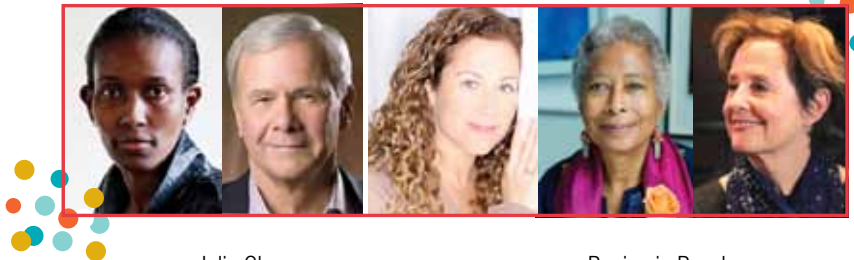
- Purchase up to four (4) tickets during advance purchase weeks
- NWS Sticker
- 10% off purchases at Morsels

*Thank you
for your support!*

- 1 NWS Cofounders Anne & Doug Stanton pose with *New York Times* bestselling author John U. Bacon & his wife, Christy.
- 2 Wayne & Terry Lobdell helped support the 2019 Summer Gala together with major sponsor Mission Table.
- 3 Cam & Dan Farley, loyal NWS supporters, with *New York Times* bestselling author Doug Brinkley & his wife, Anne.



LOOK WHO'S BEEN HERE!



2009

Elmore Leonard
Peter Leonard

2010

Amy Alkon
Rhoda Janzen
Tom Brokaw
Thomas Lynch
Mary Karr
Audrey Niffenegger
Mario Batali
James Bradley
Peter Matthiessen
Karl Marlantes

2011

Janet Leahy /
Lisa Albert
Sara Brokaw
Mitch Albom
Paula McLain
Bonnie Jo Campbell/
Jack Driscoll/
Michael Zadoorian
Roy Blount, Jr.
Sebastian Junger
Richard Ford
Elmore Leonard
Daniel Silva
Gretchen Holt Witt
Tom Perrotta
Jeffrey Eugenides
David Sedaris
Chuck Klosterman

2012

Vince Gilligan
Jodi Picoult
Geraldine Brooks
Michael Sandel
Anna Quindlen
Natalie Bakopoulos
Janet Evanovich
Lee Child
Maggie Stiefvater
Ayaan Hirsi Ali
Benjamin Busch
Michael Connelly

2013

Chip Johannessen
Buzz Bissinger
Blaine Harden
Gillian Flynn
Nathaniel Philbrick
Jason Matthews
Colum McCann
Temple Grandin
Mitch Albom
Benjamin Percy
Michael Paterniti
Jamie Ford
David Finkel

Nikki Giovanni
Sara Paretsky

2014

Kelly Corrigan
George Packer
Steve Luxenberg
Anchee Min
Emily Giffin
Daniel James Brown
Karin Slaughter
Greg Holmes/
Katherine Roth
Diana Gabaldon
A.J. Baime/
Bryce Hoffman
Nancy Horan
Sophie Kinsella
Rita Mae Brown
Brian Castner
Brian Turner

2015

Tess Gerritsen
Garth Stein
Debbie Macomber
Jeff Shaara
Harlan Coben
Hampton Sides
Mardi Link
Vanessa Diffenbaugh
Ben Sidran
Bonnie Jo Campbell
Paula McLain
Sarah Chayes
Susan Casey
John U. Bacon

2016

James Rollins
James Tobin
Tui Sutherland
Laurie R. King
Brian Castner
David Ebershoff
Lucy Kalanithi
Jim and Lynn Kouf
Paola Gianturco
David Maraniss
Margaret Atwood
Ann Patchett
Jodi Picoult
Kyle Mills
Daniel Bergner

2017

John Donvan
Beth Macy
Gordon Korman
Greg Iles
Eric Fair
Elizabeth Strout
Andrea Petersen
Mary Roach

Julia Glass
W. Bruce Cameron
Doug Stanton
Alice Waters
Terry McDonell
Dan Gerber
Murray Howe
Sebastian Junger
Phil Caputo

2018

Doug Stanton
Peter Heller
Nikki Giovanni
Peter Brown
Anna Quindlen
Drew Philp
Eileen McNamara
Samantha Irby
David Grann
Richard Russo
Adriana Trigiani
Annie Spence
Beth Macy
Mona Hanna-Attisha
Joe Hill
Amy Goldstein
Tayari Jones
Alice Walker
Richard Clarke
John U. Bacon

2019

Jen Sincero
Tommy Tomlinos
Keith Gave
Grace Lin
Lisa Scottoline
Elizabeth Berg
Elizabeth Letts
Lynne Olson
Marie Benedict
Daniel Pink
Bryan Gruley
Steve Hamilton
Douglas Brinkley
Karl Marlantes
Tanya Anne Crosby
David Maraniss
Aarti Shahani
Randall Sullivan
Susan Orlean
Nelson & Alex DeMille
Mitch Albom

GUEST HOSTS

Jenie Altruda
John U. Bacon
Nancy Baker
Sarah Bearup-Neal
Kate Botello
Jennifer Blakeslee
Geraldine Brooks
Fleda Brown

Benjamin Busch
Elizabeth Buzzelli
Elon Cameron
Cynthia Canty
Phil Caputo
Susan Casey
Jeremy Chamberlin
Alan Cheuse
Michael Delp
Tony Demin
Jerry Dennis
Michael Dow
David Ebershoff
Nick Edson
Loren Estleman
Rich Fahle
Christal Frost
Bob Giles
David Griffith
Bryan Gruley
Jeff Haas
Leigh Haber
Colin Harrison
Ron Hogan
Laura Hohnhold
Rose Hollander
Jean Jennings
Ron Jolly
Bronwyn Jones
Walter Kirn
Shannon Henry Kleiber
Elizabeth Kostova
Major General
Michael Lehnert
Deb Leonard
Mardi Link
Patrick Livingston
Thomas Lynch
Paula McLain
Beth Milligan
Stefanie Murray
Cari Noga
Eric Patterson
Peter Payette
Megan Raphael
Tim Rappleye
Rochelle Riley
Neal Rubin
Lynn Rutan
Paul Saginaw
Jack Segal
Morgan Springer
Anne Stanton
Doug Stanton
Anne Strainchamps
Ed Tracy
Jerome Vaughn
Colleen Wares
Peter Whorf
Lucas Wittmann
Kerrey Woughter

**YOU WON'T BELIEVE
WHO'S COMING NEXT!**



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
- Instagram
- 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:

- 8,500 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:

Anne Stanton, Executive Director

231-486-6868 or email nws.astanton@gmail.com

Colleen Zanotti, Creative Director

231-392-9759 or email colleenzan@gmail.com

1200 W. Eleventh Street, Suite 231, Traverse City, MI 49684

THANK YOU FOR YOUR SUPPORT! ~ WE COULDN'T DO IT WITHOUT YOU



NATIONAL WRITERS SERIES MISSION STATEMENT

The National Writers Series of Traverse City is a nonprofit organization dedicated to holding great conversations with today's best authors and building the creative writing skills of youth.



Bestselling author Jen Sincero speaks to a sold-out audience



Cofounders Doug & Anne Stanton greet the crowd at the 2019 Summer Gala



Randall Sullivan, author of *The Curse of Oak Island*, with the show's reality costar Marty Lagina



FSW students pose with author Marie Benedict



FSW students listen to author John U. Bacon