



NATIONAL WRITERS SERIES

A Year-Round Book Festival

GREAT
stories

GREAT
conversations



SPONSORSHIP OPPORTUNITIES



Look what your sponsorship can help support!

RAISING WRITERS...

honing the skills of young, passionate readers and writers

NWS uses profits from its author events to help support its several Raising Writers programs

NATIONAL WRITERS SERIES RAISING WRITERS PROGRAM

Created in 2012, The National Writers Series Raising Writers Program is an ever-evolving program for area students passionate about writing. This program for students in grades 3-12 allows young writers to hone their skills in a semester-long study taught by our region's best Creative Writing faculty. These programs take place after school in-person or in hybrid formats, with a new entirely online class beginning this Winter of 2024. This program is offered for free to all students.

CREATIVE WRITING WORKSHOPS

NWS offers creative writing workshops for youth ranging from college essay writing to poetry and beyond. Our Creative Writing Workshops are shorter than our semester-long study and typically focus on a specific area of interest, such as college essay writing. In addition to our Workshops, NWS brings our visiting authors to local area schools for classroom visits.

ELEMENTARY POETRY WORKSHOPS

Along with our classes, the NWS works in area schools to provide a FREE poetry workshop for fourth- and fifth-grade students. We have recently expanded this program to include Traverse Heights, Blair, Courtade Elementary Schools, and Manistee Elementary School. Students work with NWS teaching artist, Lauren K. Carlson for five weeks, and NWS creates an excellent Poetry Journal which publishes students' work each spring.

SCHOLARSHIPS

In partnership with the Grand Traverse Regional Community Foundation, NWS has awarded 42 students with \$64,000 in scholarship money.

LITERARY JOURNAL

We select exemplary pieces of student work from our creative writing offerings listed above to include in our annual Literary Journal. This is an opportunity for our students to see their work celebrated in a professional publication and read their work out loud at the NWS Literary Journal Launch party each May.

BATTLE OF THE BOOKS

Launched in 2016, Battle of the Books is a free, book-based competition. Dozens of teams read books provided by NWS and then compete before judges to show what they know. This program has become wildly popular, filling up this year with 280 students in a matter of hours. This year, Battle of the Books had 48 Tournament Teams and 9 Faire teams with over 320 participants. It's a huge endeavor, made possible through a partnership with the Traverse Area District Library, and dedicated volunteers.

Bringing stories to life through writing and reading is true magic. We at NWS hope that young people who participate in our programs will develop a lifelong love of reading and writing. We look forward to the day when we get to invite a Raising Writers alumnus to the Opera House stage!



NATIONAL WRITERS SERIES 2024 SPONSORSHIP OPPORTUNITIES

SUSTAINING SPONSOR - \$15,000 annually

- BUSINESS CATEGORY EXCLUSIVITY
- Business name/logo, and description (two slides) at all pre-event videos on the City Opera House stage screen & lobby monitor plus the virtual broadcast
- Your business listed as Sustaining Sponsor on the Cherry Capital Airport and author event banners
- Clickable logo link on NWS website and inclusion on EVERY author page
- Inclusion in weekly email blast to 15,000+ NWS attendees - includes clickable logo
- Priority seating with six seats at all live events; links to all virtual events
- One book per event with an advance request
- Full-page ad in season program guide
- Optional exhibitor table at live events
- Meet with selected authors as scheduling allows
- Sponsor name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster

NAMED SERIES SPONSOR - \$10,000 annually/\$5,000 per event

Named sponsorship of two author events per year with a three-year commitment

- BUSINESS CATEGORY EXCLUSIVITY
- Six complimentary tier-one seats for your sponsored event and two tickets to all other events
- Your business listed as Named Series Sponsor on the Cherry Capital Airport, author event banners, and posters
- A signed book by the author
- Recognition in introductory remarks
- A personal introduction to the author (coffee, lunch, or green room meet-up) when possible
- One signed book per event, upon request
- Half-page ad in season program guide
- One of the leading slides at all pre-event videos on the City Opera House stage screen & lobby monitor plus the virtual broadcast

SEASON SPONSOR - \$9,000 annually/\$3,000 season

- BUSINESS CATEGORY EXCLUSIVITY
- Business name/logo, and description (one slide) at all pre-event videos on the City Opera House stage screen and lobby monitor plus the virtual broadcast
- Your business listed as Season Sponsor on the Cherry Capital Airport and author event banners
- Clickable logo link on NWS website and inclusion on EVERY author page
- Inclusion in sponsored email blast to 15,000 NWS attendees - includes name/logo
- Priority seating with four seats at all live events; links to all virtual events
- One book per event with an advance request
- Full-page ad in season program guide
- Optional exhibitor table at live events
- Sponsor name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster
- 24 x 36-inch "thank you" poster displayed at events when possible

COMMUNITY SPONSOR -\$7,500 annually / \$2,500 Season

- BUSINESS CATEGORY EXCLUSIVITY
- Business name/logo, and description (one slide) at all pre-event videos on the City Opera House stage screen and lobby monitor plus the virtual broadcast
- Your business listed as Community Sponsor on the Cherry Capital Airport and author event banners
- Clickable logo link on NWS website and inclusion on EVERY author page
- Inclusion in sponsored email blast to 15,000 NWS attendees - includes name/logo
- Full-page ad in program guide; One slide at all virtual events
- Priority seating with four seats at all live events; link to virtual events
- Optional exhibitor table at live events
- Meet with selected authors as scheduling allows
- Business name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster
- 24 x 36-inch "thank you" poster displayed at events when possible

DEVELOPMENT SPONSOR -\$6,000 annually / \$2,000 Season

- BUSINESS CATEGORY EXCLUSIVITY
- Business name/logo, and description (one slide) at all pre-event videos on the City Opera House stage screen and lobby monitor plus the virtual broadcast



- Business listed as Development Sponsor on Cherry Capital Airport & author banners
- Clickable logo link on NWS website and inclusion on EVERY author page
- Inclusion in weekly email blast to 15,000+ NWS attendees - includes your clickable logo
- Half-page ad in program guide; One slide at all virtual events
- Priority seating with four seats at all live events; link to virtual events
- Optional exhibitor table at live events
- Meet with selected authors as scheduling allows
- Business name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster
- 24 x 36-inch "thank you" poster displayed at events when possible

ARTS BENEFACTOR SPONSOR - \$4,500 annually / \$1,500 season

- Business name/logo, and description (one slide) at all pre-event videos on the City Opera House stage screen and lobby monitor plus the virtual broadcast
- Your business listed as Arts Benefactor Sponsor on the Cherry Capital Airport and author event banners
- Clickable logo link on NWS website and inclusion on EVERY author page
- Inclusion in weekly email blast to 15,000+ NWS attendees - includes your clickable logo
- Half-page ad in program guide; One slide at all virtual events
- Priority seating with two seats at all live events; link to virtual events
- Business name on 24 x 36 Horizon Books poster
- 24 x 36-inch "thank you" poster displayed at events when possible

EVENT SPONSOR - In-Person/Virtual: \$2,000 / Virtual Only: \$1,000

- Business name/logo, and description (one slide) at sponsored pre-event video on the City Opera House stage screen and lobby monitor.
- Business name included as event sponsor in Record-Eagle and Northern Express sponsored author ad
- Clickable logo link on NWS website and on sponsored author event page
- Inclusion in sponsored email blast to 15,000 NWS attendees - includes name/logo
- Half-page ad in program guide; One slide at sponsored virtual event
- Business name in program guide and/or author handouts
- One book for sponsored author event with an advance request
- Priority seating with four seats at sponsored event; link to virtual events
- Optional exhibitor table at live events
- Meet with selected authors as scheduling allows
- Business name on Cherry Capital Airport and author event banners
- Sponsor name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster
- 24 x 36-inch "thank you" poster displayed at the sponsored event

LITERARY SPONSOR - In-Person/Virtual: \$1,000 / Virtual Only: \$600

- Business name/logo, and description (one slide) at sponsored pre-event video on the City Opera House stage screen and lobby monitor.
- Name included as sponsor in Record-Eagle & Northern Express author ad
- Clickable logo link on NWS website and on sponsored author event page
- Inclusion in sponsored email blast to 15,000 NWS attendees - includes name/logo
- Half-page ad in program guide; One slide at sponsored virtual event
- Business name in program guide and/or author handouts
- One book for sponsored author event with an advance request
- Priority seating with two seats at sponsored author event; link to sponsored event
- Optional exhibitor table at live events
- Meet with selected authors as scheduling allows
- Business name on Cherry Capital Airport and author event banners
- Sponsor name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster
- 24 x 36-inch "thank you" poster displayed at the sponsored event

BOOK CHAMPION - \$1,500 per author event

Donation pays for 60 books to ensure accessibility for bundled ticket events

- Business name/logo, and description (one slide) at sponsored pre-event video on the City Opera House stage screen and lobby monitor.
- Inclusion in sponsored email blast to 15,000 NWS attendees - includes name/logo
- Business/individual's name in program guide and/or author handouts
- Half-page ad in program guide
- One book for sponsored author event
- Priority seating with two seats at sponsored author event
- Meet with selected authors as scheduling allows
- 24 x 36-inch "thank you" poster displayed at the sponsored event

VENUE SPONSOR - \$800 live events; \$500 virtual events

- Business name/logo, and description in pre-event video on the Zoom screen (one slide)
- Clickable logo link on NWS website and on sponsored author event page
- One book for sponsored author event
- Half-page ad in program guide
- Inclusion in weekly email blast to 15,000 NWS attendees
- Priority seating with two seats at sponsored author event; links to all virtual events
- Business name on Cherry Capital Airport and author event banners

ENTERTAINMENT SPONSOR - \$500 each event

- Business name logo, and description in pre-event video on the Zoom screen (one slide)
- Two seats to sponsored author event; link to sponsored author virtual event
- Business name on Cherry Capital Airport and author event banners
- Sponsor name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster

BATTLE of the BOOKS SPONSORSHIPS - \$500+

PRESENTING SPONSORS - \$4,000 AND UP

- Logo prominently displayed on website, event signage/banners, event program at Championship/Author Event, and t-shirt, ad in the NWS season program guide
- Publicly thanked at Championship

FRIENDS AND PARTNERS - \$500-\$3,999

- Company name listed (not logo) on website sponsor page, event signage, the event program at the Championship, and an ad in the NWS season program guide

Battle of the Books is the largest of our Raising Writers programs, engaging nearly 375 fourth and fifth graders living across Northern Michigan! It's super fun. It not only teaches kids teamwork strategies, it also introduces them to FANTASTIC books selected by a team of librarians and teachers.

The program costs \$25,000 and is absolutely free to any child who signs up.

Sponsorships help pay for the all-day venue, book bags, supplies, prizes, promotions, and a free set of eight books that each team receives. It also supports the cost of bringing in a nationally renowned author, who speaks to students at the competition's grand finale about his or her book, the craft of writing, and what it's like to be a children's author.

Year after year, dozens of volunteers step up to make Battle of the Books a reality, including Marcy Lindberg, the program coordinator, along with NWS Education Manager, Ari Mokdad.

Sponsors are recognized in the program guide, receive an ad in the NWS season program according to amount donated, and on sponsor banners and posters, with the highest donors and sponsors given greater prominence. They are also listed on our tote bags for the book handout (if they're secured before Dec 20th), on the website, and in every email to parent coaches.



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 about NWS sponsorship, contact:

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Pam Darling, Development Director
cell: 231-357-2041 or email: development@nwstc.org

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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.



A few of the NWS authors in the past year. Clockwise from top left are Barbara McQuade, Kaveh Akbar, Heather Cox Richardson, Erik Larson, Amy Tan, and Mitch Albom.

You can watch them – and more – on our YouTube Channel.

Subscribe while you're there so you don't miss another one!

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