



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

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

FRONT STREET WRITERS

Created in 2012, Front Street Writers (FSW) is an ever-evolving program for area students passionate about writing. Our current offering, the Creative Writing Lab, taught by Kevin Fitton, takes place after school for both middle- and high-school students and is taught by a published author and Ph.D. candidate. This program is offered for free to students. FSW students have won dozens of awards from Scholastic, Poets Out Loud, Poets' Night Out, and the Young Playwrights Festival.



Front Street Writers pushed me to explore new genres and writing techniques, allowed me to explore what I really wanted to write about, and taught me to write it well. It also gave me the most welcoming, accepting, and inspiring community I have ever known, which has continued to have an impact on my life after the class."

~ ERIN EVANS,
NWS scholarship winner

CREATIVE WRITING CLASSES

NWS offers creative writing classes for youth ranging from college essay writing and playwriting to marketing and journalism, often in partnership with Northwestern Michigan College. Most of these classes are offered at no cost to our students. We provide free masterclasses for students to learn directly from our visiting authors. We also teach a poetry workshop series at Blair and Traverse Heights.

SCHOLARSHIPS

In partnership with the Grand Traverse Regional Community Foundation, NWS has awarded 46 students with \$64,000 in scholarship money.

LITERARY JOURNAL

We select exemplary pieces of student work from all of 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.

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 375 students in a matter of hours. 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 2022 SPONSORSHIP OPPORTUNITIES

SUSTAINING SPONSOR - \$12,000 annually

- BUSINESS CATEGORY EXCLUSIVITY
- Business name, logo, and description (two slides) at all pre-event videos on the City Opera House stage screen and 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 10,000+ NWS attendees - includes clickable logo
- Priority seating with six seats at all live events; links to all virtual events
- One book for each author event
- 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

SEASON SPONSOR - \$8,000 annually/\$4,000 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 weekly email blast to 10,000+ NWS attendees - includes clickable logo
- Priority seating with four seats at all live events; links to all virtual events
- One book for each author event
- 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

ARTS BENEFACTOR SPONSOR - \$4,500 annually / \$2,250 SEASON

- BUSINESS CATEGORY EXCLUSIVITY
- Business name, logo, and description (two slides) at all pre-event video 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 10,000+ NWS attendees - includes your clickable logo
- Half-page ad in program guide; One slide at all virtual events
- Business name in program guide and/or author handouts
- Priority seating with four seats at all live events; link to virtual events
- Optional exhibitor table at live events
- Sponsor name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster

EVENT SPONSOR - In-Person/Virtual: \$2000 / Virtual Only: \$1,000

- Business name logo, and description (two slides) at sponsored pre-event video on the City Opera House stage screen and lobby monitor plus the virtual broadcast.
- 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 10,000 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
- 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
- Inclusion of business and description in the post-event email to attendees
- 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 plus the virtual broadcast.
- Business name included as literary 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 10,000 NWS attendees - includes name/logo
- Quarter-page ad in program guide; One slide at sponsored virtual event
- Business name in program guide and/or author handouts
- Priority seating with two seats at sponsored author event; links to all 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
- Inclusion of business and description in the post-event email to attendees
- 24 x 36-inch "thank you" poster displayed at the sponsored event

VENUE SPONSOR - \$750 live events; \$500 virtual events

- Business name logo, and description (one slide) at sponsored pre-event video on the City Opera House stage screen and lobby monitor plus the virtual broadcast.
- Clickable logo link on NWS website and on sponsored author event page
- Business name in program guide and/or author handouts
- Inclusion in weekly email blast to 10,000 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
- Sponsor name on 24 x 36 Horizon Books, City Opera House, and Bay Books poster
- Inclusion of business and description in the post-event email to attendees



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 in program guide and/or author handouts
- 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
- Inclusion of business and description in the post-event email to attendees

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THANK YOU FOR YOUR SUPPORT!

WE COULDN'T DO IT WITHOUT YOU

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NWS DEMOGRAPHICS AND ATTENDANCE

GENDER

- Male 39%
- Female 61%

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
- LinkedIn

WEBSITE

- 5,126 visitors monthly
- 3,742 unique visitors monthly
- 10,900 page views monthly
- 2.13 pages/visit
- 1:53 average visit duration
- 72% new visitors monthly

EMAIL DATABASE:

- 11,300 and growing daily

EVENT ATTENDANCE:

- 300-400 / per 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

office: 231-486-6868 or email: director@nwstc.org

Colleen Zanotti, Sponsorship Coordinator

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

PO Box 5833, Traverse City, MI 49696



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 Jeannette Walls, Anna Quindlen, Fredrik Backman, Nina Totenberg, Alvin Hall, and Pete Souza.

You can watch them – and more – on our YouTube Channel. Subscribe while you're there so you don't miss another one!