AMERICAN *writers* FESTIVAL

AMERICAN WRITERS MUSEUM

DESCRIPTION AND SPONSORSHIP OPPORTUNITIES

The inaugural American Writers Festival will be held on **May 15, 2022**! Celebrate contemporary American writing with us at this premier literary festival in Chicago, hosted by the American Writers Museum.

AUTHORS

About 75 authors in all genres, including:

Joy Harjo
Current U.S. Poet Laureate

Peter Sagal
Author and host of NPR's *Wait Wait, Don't Tell Me!*

Viet Thanh Nguyen
Pulitzer Prize winning author of *The Sympathizer*

Maxine Hong Kingston
Author of *The Woman Warrior: Memoirs of a Girlhood Among Ghosts*

Marie Arana
Author and founder of the National Book Festival

David Blight
Pulitzer-prize winning author of *Frederick Douglass: Prophet of Freedom*

Jabari Asim
Author of poetry, fiction, nonfiction, and children's literature

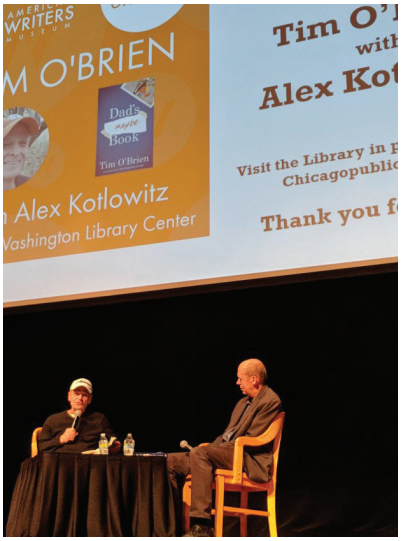
Jacqueline Woodson
Author, former National Ambassador for Young People's Literature

Imani Perry
Author and scholar of race, law, literature, and African American culture

Rebecca Makkai
Author of *The Great Believers*

Eve Ewing
Author of poetry and fiction

Young adult and children's authors will present programs for families and students. **More to come!**



VENUE

The **Chicago Cultural Center** and one block north at the **American Writers Museum** on Michigan Avenue in Chicago.

Five Stages at the Cultural Center and the AWM will accommodate audiences of 100–550, with live broadcasting and/or recording from each stage. In light of current health issues around the world, festival organizers will strive to make this a safe in-person event for all our guests and participants, (e.g. with requirements for proof of vaccination for all participants and attendees). We have plans in place to move forward no matter what, and to shift the focus from in-person to online if and where necessary in any way.

PARTNERS

Chicago Department of Cultural Affairs and Special Events
Poetry Foundation
Chicago Humanities Festival
Chicago Public Library
Newberry Library
National Museum of Mexican Art
American Library Association
Seminary Co-op Bookstore
DuSable Museum of African American History
Institute of Museum and Library Services
Chicago History Museum

IMPACT

The goal of the American Writers Festival is to present a literary festival in Chicago that will be a reflection of America through its writers. Popular and award-winning authors in all genres, including songwriting and comedy, will engage audiences on a variety of topics as presented through their writing. Festival-goers will have the opportunity to purchase the authors' books on-site through Seminary Co-op Bookstore.

The Festival is modeled after the National Book Festival in Washington DC, which was founded and directed by an AWM Trustee. It is timed to coincide with the American Writers Museum's fifth anniversary, and will also bring visitors to the museum to explore the history of American writing through the museum's exhibits.

ABOUT THE AMERICAN WRITERS MUSEUM

The American Writers Museum is the first and only museum to celebrate American writers of all genres, through exhibits, programs with contemporary writers, and the Write In youth education program. Since the museum opened in May 2017, we have presented programs with established and emerging writers in all genres from around the country. Since 2020, we have presented these programs online also, and have a strong track record of bringing interesting and influential writers to the public. The museum has hosted renowned writers such as Walter Isaacson, Billy Collins, Tim O'Brien, U.S. Supreme Court Justice Sonia Sotomayor, Dave Eggers, Colson Whitehead, Peter Sagal, David McCullough, and many more.

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PROMOTION AND ANTICIPATED AUDIENCE

The festival is expected to attract approximately 5,000 visitors from the Chicago area and beyond. It will be marketed broadly through digital channels, radio, street pole banners, and in digital and print ads through partners such as the Illinois Department of Tourism, the City of Chicago/Choose Chicago, the Chicago Loop Alliance, the Chicago Literary Alliance, and others.

All festival events will be completely free and open to the public. The American Writers Museum will waive museum admission fees for the weekend, making the museum an added attraction.

SPONSORSHIP OPPORTUNITIES

Individual and Corporate Sponsors of the American Writers Festival provide the financial support needed to host a premier literary festival with the country's most influential writers. Sponsors will be prominently recognized in association with the festival, reaching our engaged, well-read audience.

All sponsors receive:

- Invitations to a VIP reception with the authors on the evening of Saturday, May 14
- Festival passes that provide reserved front-row seats to all programs and early access for book signings
- Opportunity to distribute marketing materials and promotional items throughout the weekend at the museum and the Festival
- Customized company promotional offer on *Festival Deals* page on website

FESTIVAL TITLE SPONSOR (EXCLUSIVE) | $50,000

The Title Sponsor will receive name and logo recognition on all stage and promotional banners, festival signage, lanyards, and print and digital promotions, as well as verbal recognition during all programs. The Title Sponsor will also receive a company-exclusive pre-Festival email blast and social media post, reaching the AWM's 21,000 subscribers and social media followers. Title Sponsor recognition will be presented as:

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Presented by [Sponsor name]

STAGE SPONSORSHIPS

Stage Sponsors will receive prominent name and logo recognition on stage banners, signage on the stage and throughout the festival, in print and digital promotions, and verbally before each program on the sponsored stage.

Sidney R. Yates Gallery *(accommodates 550)*	$25,000	**[Sponsor Name] Stage at the Sidney R. Yates Gallery**
Preston Bradley Hall *(accommodates 500)*	$25,000	**[Sponsor Name] Stage at Preston Bradley Hall**
GAR Hall/Rotunda *(accommodates 300)*	$15,000	**[Sponsor Name] Stage at GAR Hall/Rotunda**
Claudia Cassidy Theater *(accommodates 300)*	$15,000	**[Sponsor Name] Stage at Claudia Cassidy Theater**
Family and Student Programs Sponsor	$10,000	**[Sponsor Name] Family and Student Program Series**

FESTIVAL VIP RECEPTION SPONSOR (EXCLUSIVE) | $20,000

The VIP Reception Sponsor will receive prominent name and logo recognition on invitations to the reception and on-site signage, and the opportunity for verbal remarks at the reception. The reception will be attended by Festival authors, sponsors, and AWM Trustees on Saturday, May 14 at the American Writers Museum.

FESTIVAL GREEN ROOM/HOSPITALITY SPONSOR | $5,000

The Festival Green Room/Hospitality Sponsor will receive name and logo recognition in the green room for authors and other Festival presenters.

GENERAL FESTIVAL SPONSORSHIPS

General Festival Sponsors receive name and logo recognition on signage at the event and in select print and digital materials.

Lead Sponsor	Major Sponsor	Partner Sponsor	Guild Sponsor
$25,000	$10,000	$5,000	$2,500

Sponsorship gifts are completely tax-deductible.

To discuss these sponsorship opportunities or to make your commitment, please contact:

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