

# AMERICAN *writers* FESTIVAL 2024

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## DESCRIPTION AND SPONSORSHIP OPPORTUNITIES

The **American Writers Festival**, co-presented by the American Writers Museum and the Chicago Public Library, will take place at the iconic Harold Washington Library in downtown Chicago on **Sunday, May 19, 2024**.

The Festival will feature in-depth conversations with diverse writers of genre fiction, history and biography, children's books and more. The Library's Winter Garden will be the site of book sales and fun activities for readers and writers, including a photo booth, literary crafts for kids and adults, a historic writer cosplay contest, mini writing workshops and a make-your-own-BookTok station. The Festival is free and open to the public.

The 2024 Festival builds on the success of the 2022 American Writers Festival, a premier day-long literary event in Chicago that featured 75 renowned authors on five stages and attracted thousands of people from the Chicago metro area.





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## 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 authors, and the Write In youth education program. Since the museum opened in 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, Dave Eggers, Colson Whitehead, Peter Sagal, David McCullough, and many more.



## VENUE

Harold Washington Library  
400 South State Street, Chicago

Five stages at the Library will accommodate audiences of 30 to 370, with livestreaming and recording at each stage.

## IMPACT

The goal of the American Writers Festival is to present a literary festival in Chicago that is a reflection of America through its writers. Popular and award-winning authors in all genres 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. New activities this year will encourage Festival attendees to explore their own creativity through writing workshops, literary crafts, and more.

Here's what some of our partners had to say about the 2022 Festival:



**PETER SAGAL** | *Author and host of NPR's Wait Wait, Don't Tell Me!*

"This was a premier event that will continue to make Chicago the center of American literary life; the place from where American voices come and to where they return."



**MICHELLE BOONE** | *President, Poetry Foundation*

"A FABULOUS inaugural festival...and an impressive turnout...I enjoyed my time there, sitting in on sessions, seeing cool writers, and being in person with fellow colleagues."



**CHRIS BROWN** | *Commissioner, Chicago Public Library*

"An awesome day and a big success! Incredible..."



**CARLOS TORTOLERO** | *President and Founder, National Museum of Mexican Art*

"The National Museum of Mexican Art was excited to partner with the American Writers Museum in 2022 for a wonderful festival with a broad and diverse set of voices that excited visitors, and we look forward to doing it again."

## AUDIENCE AND PROMOTION

The Festival is expected to attract approximately 5,000 visitors from the Chicago area and beyond. It will be marketed broadly by the American Writers Museum and the Chicago Public Library 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, and others. The Chicago Public Library will promote the event through their newsletter, on their website event calendar, and on signage at Harold Washington Library and library branches.

## MEDIA COVERAGE

The 2022 American Writers Festival garnered 44.5 million media impressions and over 743 million impressions through social media.

With a combined social following of over 1.6 million, promotion of the AWF through our partnerships will reach literature lovers from across the city and beyond.

## VIP RECEPTION

On the evening of Saturday, May 18, sponsors will be invited to a VIP reception at the American Writers Museum with Festival authors and the museum's Board of Trustees.

## PARTNERS







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## SPONSORSHIP OPPORTUNITIES

Sponsors of the 2024 American Writers Festival provide the financial support needed to host a premier literary event with the country's most influential writers from around the country. Sponsors will be prominently recognized in association with the Festival, reaching our engaged, well-read audience.

### Sponsor Levels and Recognition

At the American Writers Museum, we strive to create beneficial sponsorship agreements with our funding partners. We recognize that sponsors have different interests and priorities. We welcome conversations with interested supporters at all levels to find creative ways to use this opportunity to help you reach your goals.

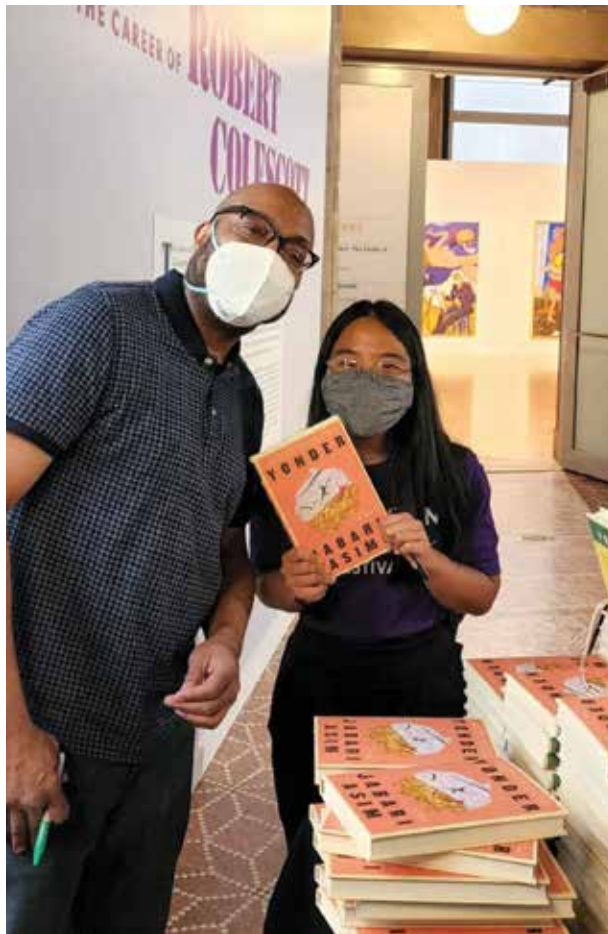
To discuss these sponsorship opportunities or to make your commitment, please contact:

#### Linda Dunlavy

Director of Development

312.374.8762

dunlavy@americanwritersmuseum.org



Sponsorship benefits are customizable.  
Options include, but are not limited to:

### Lead Sponsor • \$25,000

- Prominent name/logo placement on signage at the Festival
- Prominent name/logo recognition on print and digital advertising (if commitment is received by March 1, 2024)
- Top-placement name/logo on the sponsor page of the Festival program
- Opportunity to speak at the Festival opening event
- Unlimited invitations to the VIP reception with Festival authors on May 18 at the AWM
- Table for 10 and sponsor recognition at the AWM's benefit event, OnWord2024
- Free use of the AWM space for your private event

### Major Sponsor • \$10,000

- Name/logo on signage at the Festival
- Name/logo on the sponsor page of the Festival program
- Four invitations to the VIP reception with Festival authors on May 18 at the AWM
- Free use of the AWM space for your private event

### Partner Sponsor • \$5,000

- Name/logo on signage at the Festival
- Name/logo on the sponsor page of the Festival program
- Two invitations to the VIP reception with Festival authors on May 18 at the AWM
- 60% discount on use of the AWM space for your private event

### All sponsors receive:

- 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 at the Festival
- Customized company promotional offer on the Festival Deals page of the website
- Recognition in YouTube videos of Festival programs

*Sponsorship gifts are completely tax-deductible.*