

W Willamette Writers

SPONSORSHIP PACKAGE

Willamette
Writers
Conference
August 3 - 5, 2018

Willamette Writers
5331 SW Macadam Ave.
Suite 258, PMB 215
Portland, OR 97239

www.willamettewriters.org
wilwrite@willamettewriters.org



Who We Are

Celebrating Diverse Voices in Writing

Our 2018 conference marks the 49th consecutive year Willamette Writers has hosted one of the largest and most beloved writing conferences in North America. We have worked tirelessly for nearly half a century to provide opportunities for writers to build their craft, meet with successful professionals to establish their careers, and become part of a vibrant community of writers from all walks of life.

As our marquee event, the Willamette Writers Conference attracts over 700 attendees, all of whom are exposed to our trade show, program, meals, and events throughout the day and evening. This includes 50 faculty members, and 40 literary and film representatives from around the nation and world.

The brochure, sent out in early April before registration, is sent to nearly 3000 current and former members, students, and writers from around the nation. The program is distributed to our attendees at the conference itself.

We recently welcomed Stephen Tobolowsky, Lidia Yuknavitch, and Christopher Moore as award winners and keynote speakers. Past speakers have included Chelsea Cain, Diana Gabaldon, and Tom Robbins. This year we plan to invite just as many wonderful authors and speakers.

Community. Craft. Career.

The Willamette Writers Conference is one program of many within the Willamette Writers organization. Writers of all genres and at all stages of their careers come to our meetings, workshops, and other events.

The Mission of Willamette Writers is to provide and make available opportunities, tools, information, and resources for writers and aspiring writers in the Pacific Northwest to connect with their writing community, to improve their craft, and to advance their writing career.

Willamette Writers is based in Portland, OR and has 1700 members. We have chapters in Southern Oregon (Central Point), the Mid-Valley (Eugene), Salem, Corvallis, and the Oregon Coast (Newport).

Conference Demographics

- Nearly 50% of our writers are from the Portland metropolitan area. The rest come from our chapters around the state, with a small percentage from Washington and California, various other states, and even a few from Australia and England!
- 60% of our attendees are current members of Willamette Writers, and 60% are repeat attendees.
- 70% of our writers are female, 25% male, and 5% prefer not to disclose.
- 60% of our attendees are 45 and older. 15% are 35-44, 8% are 25-34, and the rest are under 24.
- 25% of our attendees list writing and editing as their current occupation. 15% are in education. The rest include science, law, sales, and a variety of other careers.
- Around 40% of our attendees state memoir as their preferred genre, while the rest include nonfiction, YA/Children's, romance, and other genres of fiction.
- The majority of our attendees report their income levels at \$40-70K, with around 10% higher or lower.

TESTIMONIALS

"This conference gave me a much-needed boost--and one editor and three agents asked me to send more!"

"This was wonderfully eye-opening: the organization, the resources for writers, the quality of speakers, classes, authors, agents...! I shall spread the word about the great value of the conference."

"The best conference I've ever been to! The joy for and of writing was everywhere."

Diana Gabaldon,
keynote speaker
from the 2014
conference,
greets her fans.

Photo credit:
Malcolm Manness



Levels of Sponsorship

Trade Table Sponsor — \$300	Silver Sponsor — \$500
<p>Trade Table Level Includes:</p> <ul style="list-style-type: none"> • Table in the trade show for all three days of the conference • Listing on our website • Thank you announcement on our social media channels 	<p>Silver Level Includes:</p> <ul style="list-style-type: none"> • <i>All Trade Table Sponsor benefits</i> • Your logo on our website • Listing in our conference program • Interview on our website
Gold Sponsor — \$1,000	Platinum Sponsor — \$2,000
<p>Gold Level Includes:</p> <ul style="list-style-type: none"> • <i>All Silver Sponsor benefits</i> • One complementary conference registration for your company representative or guest • Your logo in our conference program • Mention of your business at one of our meal announcements • Promotional announcement in our email newsletter going to 5,000+ subscribers 	<p>Platinum Level Includes:</p> <ul style="list-style-type: none"> • <i>All Gold Sponsor benefits</i> • Additional complementary conference registration for your company representative or guest (total of two) • Signage at the conference highlighting your organization • Dedicated email newsletter promotion to our 5,000+ subscribers
Education Track Sponsor — \$4,000 for one, \$7000 for two	
<p>Our conference offers 8 tracks of education genres over the course of three days, including both beginning and advanced topics. An Education Track Sponsorship turns one of those tracks from (for example) “Advanced Genre Topics” to “Advanced Genre Topics brought to you by Amazing Company.” This puts your name and message for all attendees to see.</p> <p>Education Track Sponsorship Includes:</p> <ul style="list-style-type: none"> • <i>All Platinum Sponsor benefits</i> • Your name and logo prominently associated with one of our conference educational tracks • Your business promoted at the beginning of all classes within that track • Two-minute presentation at one of our meals • Half page ad in our conference program 	
Special Events	
<p>Other options for wineries, breweries, and distilleries include our Wall of Wine or our various VIP evening events. Sponsorship opportunities for restaurants and caterers are also available for a dinner out for our faculty, agents, editors, and film consults.</p> <p>Please contact conf.partners@willamettewriters.org for more information.</p>	

More Sponsorship Opportunities

Silent Auction

If you'd rather contribute to Willamette Writers in another way, consider donating goods and services to our popular Silent Auction!

Previous donations have included artwork, photography sessions, spa days, meals, gift baskets, and a variety of consulting services.

Please contact our amazing Silent Auction Coordinators at **conf.auction@willamettewriters.org** for more information about Silent Auction possibilities and questions.

Youth Scholarship Program

In the interest of involving more young writers in the industry of our craft, we are inviting local businesses to scholarship a college or high school student to attend.

For \$500, you send one student to the conference for all three days. You get mentioned in the program, on our blog, in our social media, and verbally at a conference meal. You also get your logo and name on the back of a t-shirt the student wears each day.

And you get to contribute to the education of an up-and-coming writer. Who knows? He or she might mention you in a Pulitzer acceptance speech some day.

Please email **conf.partners@willamettewriters.org** for more information.

A popular table
at our 2017
trade show
Photo Credit:
Gail
Pasternack



Advertising Opportunities

Willamette Writers Conference Program Advertising

Ads for the 2018 Conference due by June 30th, 2018

We put your art in the print program for our conference, in front of the eyes of up to 800 writers and readers.

Prices for General Program

Full Page — \$500
Half Page — \$300
Quarter Page — \$200
Business Card — \$100

Prices Opposite Schedule Pages

Our pages showing the class schedule for the conference get the most “eye time” of any page in the book.

Full Page — \$600
Half Page — \$400
Quarter Page — \$250
Business Card — \$125



Saturday Workshops					
TRACK	8:30 AM - 10:00 AM	10:30 AM - 12:00 PM	1:30 PM - 3:00 PM	3:30 PM - 5:00 PM	
MASTERS Room: St. Helen's A	Excellence 102: The Essential Nature of Dramatic Arc Larry Brooks	Screenwriting and Beyond Mile De Trana	Corporal Writing, Part 1 Lelia Yukavitch	Corporal Writing, Part 2 Lelia Yukavitch	
FICTION Room: St. Helen's B	Using Promise to Hit Your Dramatic Targets Eric Witchey	The Web of Character Halle Ephron	Making a Scene Molly Best Tinsley	Prop Master Extraordinaire: Handling the Visuals Jessica Morrell	
GENRE Room: St. Helen's C	Cashing in on the Kid Lit Craze Rosanne Parry	Staking Out the Heart of Your Novel Alex Arnold	Building a Middle Grade Villain Jared Apard	Panel: How To Break Into (And Survive) the World of Young Adult Fiction Miriam Forster	
SCREENWRITING Room: St. Helen's D	The Heart of the Story: How to Make Characters Fall in Love Cynthia Whitcomb	The Antagonist's Journey Danny Manus	Instant Impact: The Use of a Visual Talisman in Completing Arcs Rima Greer	Writing for Television: Perspectives from the Network and a Manager Weka Brown, Moderator	
NONFICTION Room: Garden A/B	Incorporating Research and Historical Accuracy Into Your Narrative Ellen Urbani	Today We Write Gigi Rosenberg	Adding Literary Oomph to Historical Nonfiction David Zaslav	'Voice' in Nonfiction Writing Jody Rein	
SHORT WORK Room: Garden C	Political/Social Commentary that Newspaper Editors Love to Publish Melissa Hart	Short Films, Long Careers Katie York & Sandra Leviton	10 Ways to Piss Off a Magazine Editor Kim Cooper Findling	Microfiction and Beyond: Tight Writing Gayle Towell	
BUSINESS Room: Cascade A/B	Branding: The Key to Career Growth Chip MacGregor	10 Critical Contract Clauses Ginger Clark	Make It Worth Your Time: How to Analyze and Adjust Your Social Media Jane Friedman	What Every Author Needs to Know about Distribution Laura Stanfill	
REVISIONS Room: Cascade C	Finish that Draft, Part 1 Jennifer Lauck	Finish that Draft, Part 2 Jennifer Lauck	Screenplay: Rewriting/Taking Notes Tom Willett	Revising Novel-Length Fiction Rosanne Parry	

The print program is horizontal, letter-sized (8.5" x 11"), and allows for full color.

Formats Accepted:

- JPEG, TIFF, PNG
- High resolution (at least 300 dpi)
- No linked files, all fonts converted to outlines and transparencies flattened

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Fill out the form below and send it to the office address above along with your check or money order, and send your ad file, logo, and/or signage to **conf.partners@willamettewriters.org**.

Or visit our online form at **willamettewriters.org/wwcon/sponsor**.

Name: _____

Street Address/PO Box: _____ City: _____

State: _____ Zip: _____ Email: _____

Phone: (H) _____ (W) _____ (C) _____

The following sponsorship/ad is hereby ordered:

Sponsorship:

☐ Trade Table - \$300 ☐ Silver - \$500 ☐ Gold - \$1000 ☐ Platinum - \$2000 ☐ Education - \$4000

Advertising:

(General Program) ☐ Full Page - \$500 ☐ Half Page - \$300

☐ Quarter Page - \$200 ☐ Business Card - \$100

(Schedule Pages Program) ☐ Full Page - \$600 ☐ Half Page - \$400

☐ Quarter Page - \$250 ☐ Business Card - \$125

Anything else you would like us to know/like to request? _____

GENERAL TERMS AND CONDITIONS: All Sponsors must abide by and are subject to the Code of Conduct set forth for Willamette Writers' (herein referred to as the Publisher) faculty. All Sponsorship Agreements are subject to the Publisher's approval and acceptance. Acceptance of the Sponsorship Agreement shall constitute an agreement to provide advertising space as described in the Agreement. The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and in the current Sponsorship Rate Card and that this Agreement is subject to all such terms which are expressly made a part of this Agreement.

Cancellations or changes in the Sponsorship Agreement are accepted only in writing to the Publisher, and must be received on or before the Sponsorship Closing Date for the applicable issue. The Closing date for the 2018 Willamette Writers Conference shall be July 31st, 2018 at 5pm PST.

The Publisher will schedule, run, and invoice all contracts in possession on the advertising closing date of a scheduled issue. THE ADVERTISER/SPONSOR IS RESPONSIBLE FOR PROVIDING ARTWORK TO THE PUBLISHER. Advertisers/Sponsors are responsible for the submission of the advertising copy and materials by material deadlines. Payment is due upon receipt. Ads are not approved until paid in full. A service charge of 1.5% per month will be added to accounts past due, beginning 30 days delinquent and charged monthly thereafter.

The advertiser/sponsor agrees to indemnify and hold harmless Publisher with whom Publisher may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

Accepted this _____ day of _____, 20__

Authorized Signature _____

Sponsor/Advertiser _____

Other Sponsorship Options

Willamette Writers has several other programs throughout the year that would appreciate and benefit from donations and sponsorship. Please contact wilwrite@willamettewriters.org for more information.

Literary Programs

Monthly meetings with speakers

Our chapters meet monthly in Portland, Eugene, Salem, Corvallis, Newport, and Southern Oregon.

Workshops

Our professional workshops are designed to give members hands-on training with experts to develop their craft and build career skills required today.

WW's Literary Journal: *The Timberline Review*

Willamette Writers' literary journal provides opportunities for members to learn about the publishing process and submit their poetry, short stories, nonfiction, essays and more! Email editorinchief@timberlinereview.com for more information on how you can support our literary journal.

Visual Media Programs

FiLMLaB -- This year's FiLMLaB will create a web series with FJ Pratt as the showrunner. To find out how you can support FiLMLaB, visit willamettewriters.org/filmlab.

Information for Writers

The Dispatch email updates

Members and the public are invited to subscribe to our email newsletter to discover more about our members and our programming. Join us now at willamettewriters.org/subscribe.

Willamette Writers Newsletter

The quarterly newsletter contains articles by experienced writers and industry professionals on the craft of writing and the publishing industry. It also contains member and community announcements.

Youth Programs

Young Willamette Writers Group

Meetings for students from fifth through tenth grade are held the 1st Tuesday of each month at Portland's Old Church at 7:00 p.m., concurrent with the Portland Chapter meeting. The Southern Oregon Chapter hosts Young Willamette Writers on the first Saturday in Central Point from 10-noon. Authors and writing teachers lead young writers through creative exercises and discussion. Mentoring opportunities are also available for young writers. Find out more at willamettewriters.org/youngww/.

"The Mission of Willamette Writers is to provide and make available opportunities, tools, information, and resources for writers and aspiring writers in the Pacific Northwest to connect with their writing community, to improve their craft, and to advance their writing career."

~ Mission statement of Willamette Writers