SPONSORSHIP

Join the professional association of writers and writing programs for four days of panels, readings, and networking and a bookfair of over 600 exhibitors.

**TOP 4 REASONS TO BECOME A SPONSOR**

1. Advertising and marketing for up to nine months before the conference
2. Registration waivers for your faculty, students, and staff
3. Exhibitor space along "Bookfair Boulevard" at the heart of the action
4. Ringside access to VIP author and publisher events

<table>
<thead>
<tr>
<th>PREMIER SPONSOR: $25,000</th>
<th>PRESENTING SPONSOR: $20,000</th>
<th>CONTRIBUTOR: $1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 available (SOLD)</td>
<td>2 available</td>
<td>50 available</td>
</tr>
<tr>
<td>Eighty registration waivers, a back cover conference program ad, two bookfair booths, optional evening reception space, sponsor logo on AWP's website, sponsor logo in up to three issues of <em>The Writer's Chronicle</em>, conference planner and program, sponsor logo on conference tote, e-newsletter/social media marketing, and two exclusive premium benefits.</td>
<td>Sixty registration waivers, front inside cover conference program ad, two bookfair booths, optional evening reception space, sponsor logo on AWP's website, sponsor logo in up to three issues of <em>The Writer's Chronicle</em>, conference planner and program, sponsor listing on conference tote, e-newsletter/social media marketing, and one exclusive premium benefit.</td>
<td>Five registration waivers, sponsor listing on AWP's website, sponsor listing in up to three issues of <em>The Writer's Chronicle</em>, and conference planner and program.</td>
</tr>
<tr>
<td>Cash value: $36,884</td>
<td>Cash value: $28,584</td>
<td>Cash value: $1,100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PATRON: $5,000</th>
<th>SUSTAINER: $2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 available</td>
<td>45 available</td>
</tr>
<tr>
<td>Twenty-five registration waivers, a half-page conference program ad, bookfair booth, optional evening reception space, sponsor listing on AWP's website, sponsor listing in up to three issues of <em>The Writer's Chronicle</em>, and conference planner and program.</td>
<td>Ten registration waivers, choice of digital or print ad options (quarter-page or button), optional evening reception space, sponsor listing on AWP’s website, sponsor listing in up to three issues of <em>The Writer's Chronicle</em>, and conference planner and program.</td>
</tr>
<tr>
<td>Cash value: $11,009</td>
<td>Cash value: $2,825</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONFERENCE SCHOLARSHIP PROGRAM: $10,000</th>
<th>CONFERENCE ACCESSIBILITY: $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 available</td>
<td>6 available</td>
</tr>
<tr>
<td>Fifty scholarships for BIPOC writers, disabled writers, or writers in financial need. Credit as Conference Scholarship Program Sponsor with logo on AWP website and social media, one bookfair booth, four registration waivers, sponsor logo and credit in up to three issues of <em>The Writer's Chronicle</em>, conference planner and program, and sponsor listing on conference tote.</td>
<td>ASL and captioning of three conference featured events, credit for providing captioning at events, credit as Conference Accessibility Sponsor with logo on AWP website and social media, one bookfair table, two registration waivers, sponsor logo and credit in up to two issues of <em>The Writer's Chronicle</em>, and conference planner and program.</td>
</tr>
<tr>
<td>Cash Value: $12,519</td>
<td>Cash Value: $6,515</td>
</tr>
</tbody>
</table>

Purchase your sponsorship online at awpwriter.org/store/sponsorship.

Questions about sponsorship? Reach out to AWP Development Director Sheila Black at sponsorship@awpwriter.org.

**SPONSORSHIP**
Director of Development  
(240) 696-8287  
sponsorship@awpwriter.org

**BOOKFAIR**
Bookfair Manager  
(240)696-7700  
bookfairservices@awpwriter.org

**ADVERTISING**
Advertising Manager  
(240)696-7718  
advertising@awpwriter.org
| PREMIER SPONSOR | $25,000  
( one opportunity ) | AWP Website Unique Visitors  285,000  
Conference Program, Ad & Planner  60,000  
The Writer’s Chronicle  150,000  
Onsite Signs  96,000  
Stage & Bookfair Banners/Signs  36,000  
Tote Bags  12,000  
E-newsletters/Social Media  194,000  
TOTAL IMPRESSIONS  833,000 | 80  
CASH VALUE =  $17,600 | BACK PROGRAM COVER  
CASH VALUE =  $6,559 | TWO BOOTS  
CASH VALUE =  $12,725 | $36,884  
YES |
| PRESENTING SPONSOR | $20,000  
( five opportunities ) | AWP Website Unique Visitors  285,000  
Conference Program, Ad & Planner  52,000  
The Writer’s Chronicle  150,000  
Onsite Signs  96,000  
Stage & Bookfair Banners/Signs  36,000  
Tote Bags  12,000  
E-newsletters/Social Media  194,000  
TOTAL IMPRESSIONS  825,000 | 60  
CASH VALUE =  $13,200 | FRONT INSIDE PROGRAM COVER  
CASH VALUE =  $3,759 | TWO BOOTS  
CASH VALUE =  $11,625 | $28,584  
YES |
| MAJOR SPONSOR | $15,000  
( fifteen opportunities ) | AWP Website Unique Visitors  285,000  
Conference Program, Ad & Planner  48,000  
The Writer’s Chronicle  150,000  
Onsite Signs  96,000  
Stage & Bookfair Banners/Signs  36,000  
Tote Bags  12,000  
E-newsletters/Social Media  166,000  
TOTAL IMPRESSIONS  793,000 | 40  
CASH VALUE =  $8,800 | TWO PAGE SPREAD  
CASH VALUE =  $2,419 | ONE BOOTH  
CASH VALUE =  $8,450 | $19,669  
YES |
| BENEFACCTOR | $10,000  
( ten opportunities ) | AWP Website Unique Visitors  285,000  
Conference Program, Ad & Planner  36,000  
The Writer’s Chronicle  150,000  
Onsite Signs  96,000  
Stage & Bookfair Banners/Signs  36,000  
Tote Bags  12,000  
E-newsletters/Social Media  84,000  
TOTAL IMPRESSIONS  663,000 | 30  
CASH VALUE =  $6,600 | FULL PAGE  
CASH VALUE =  $1259 | TABLE  
CASH VALUE =  $3,150 | $11,009  
YES |
| PATRON | $5,000  
( unlimited opportunities ) | AWP Website Unique Visitors  285,000  
Conference Program, Ad & Planner  24,000  
The Writer’s Chronicle  150,000  
Onsite Signs  96,000  
Stage & Bookfair Banners/Signs  12,000  
E-newsletters/Social Media  56,000  
TOTAL IMPRESSIONS  611,000 | 20  
CASH VALUE =  $4,400 | HALF PAGE  
CASH VALUE =  $799 | TABLE  
CASH VALUE =  $650 | $5,849  
YES |
| SPONSOR | $2,500  
( unlimited opportunities ) | AWP Website Unique Visitors  285,000  
Conference Program, Ad & Planner  24,000  
The Writer’s Chronicle  150,000  
Onsite Signs  24,000  
TOTAL IMPRESSIONS  483,000 | 10  
CASH VALUE =  $2,200 | QUARTER PAGE  
CASH VALUE =  $625 |  
For premium placement at the bookfair, contact sponsorship@awpwriter.org. | $2,825  
YES |
| CONTRIBUTOR | $1,000  
( unlimited opportunities ) | AWP Website Unique Visitors  285,000  
Conference Program, Ad & Planner  12,000  
The Writer’s Chronicle  150,000  
Onsite Signs  12,000  
TOTAL IMPRESSIONS  499,000 | 5  
CASH VALUE =  $1,100 |  
For premium placement at the bookfair, contact sponsorship@awpwriter.org. | $1,100  
YES |
SHARE YOUR VOICE

AWP welcomes conference participation from writers, scholars, teachers, publishers, and community artists. The vast majority of conference events come to us through a competitive submission process judged by an independent conference committee of writers, scholars, and teachers. Proposals for #AWP22 are due June 8, 2021. Share your voice by submitting your event proposal to events@awpwriter.org.

AWP curates its featured events by working with our literary partners—exceptional literary arts organizations representing diverse and groundbreaking literary voices.

SELECT LITERARY PARTNERS

<table>
<thead>
<tr>
<th>Academy of American Poets</th>
<th>Gemini Ink</th>
<th>Penguin Random House</th>
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</thead>
<tbody>
<tr>
<td>Alice James Books</td>
<td>Graywolf Press</td>
<td>Speakers Bureau</td>
</tr>
<tr>
<td>American Literary Translators Association</td>
<td>Grove Atlantic</td>
<td>Red Hen Press</td>
</tr>
<tr>
<td>Blue Flower Arts</td>
<td>Jack Jones Literary Arts</td>
<td>Seattle Arts and Lectures</td>
</tr>
<tr>
<td>CantoMundo</td>
<td>Kundiman</td>
<td>Split This Rock</td>
</tr>
<tr>
<td>Cave Canem</td>
<td>Macondo</td>
<td>Write On, Door County</td>
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<tr>
<td>Community of Literary</td>
<td>Milkweed Editions</td>
<td>Writers in the Schools</td>
</tr>
<tr>
<td>Magazines and Presses</td>
<td>National Book Critics Circle</td>
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<tr>
<td>Copper Canyon Press</td>
<td>PEN America</td>
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</table>

SELECT FEATURED PRESENTERS

<table>
<thead>
<tr>
<th>Chimamanda Ngozi Adichie</th>
<th>Joy Harjo</th>
<th>Robert Pinsky</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret Atwood</td>
<td>Terrance Hayes</td>
<td>Annie Proulx</td>
</tr>
<tr>
<td>Sarah M. Broom</td>
<td>Juan Felipe Herrera</td>
<td>Claudia Rankine</td>
</tr>
<tr>
<td>Jenny Browne</td>
<td>Seamus Heaney</td>
<td>Marilynne Robinson</td>
</tr>
<tr>
<td>Anne Carson</td>
<td>John Irving</td>
<td>Karen Russell</td>
</tr>
<tr>
<td>Michael Chabon</td>
<td>Mira Jacob</td>
<td>Richard Russo</td>
</tr>
<tr>
<td>Sandra Cisneros</td>
<td>Ha Jin</td>
<td>George Saunders</td>
</tr>
<tr>
<td>Allison Adelle Hedge Coke</td>
<td>Ilya Kaminsky</td>
<td>Jake Skeets</td>
</tr>
<tr>
<td>Eileen Cronin</td>
<td>Erik Larson</td>
<td>Cheryl Strayed</td>
</tr>
<tr>
<td>Edwidge Danticat</td>
<td>Jonathan Lethem</td>
<td>Diane Suess</td>
</tr>
<tr>
<td>Don DeLillo</td>
<td>Barry Lopez</td>
<td>Amy Tan</td>
</tr>
<tr>
<td>Natalie Diaz</td>
<td>Jhumpa Lahiri</td>
<td>Natasha Trethewey</td>
</tr>
<tr>
<td>Rita Dove</td>
<td>Chang-rae Lee</td>
<td>Monique Truong</td>
</tr>
<tr>
<td>Jennifer Egan</td>
<td>Ada Limón</td>
<td>Helena María Viramontes</td>
</tr>
<tr>
<td>Louise Erdrich</td>
<td>Alice McDermott</td>
<td>Derek Walcott</td>
</tr>
<tr>
<td>Carolyn Forché</td>
<td>Nathaniel Mackey</td>
<td>Colson Whitehead</td>
</tr>
<tr>
<td>Roxane Gay</td>
<td>Joyce Carol Oates</td>
<td>Jeanette Winterson</td>
</tr>
<tr>
<td>Nikki Giovanni</td>
<td>Sharon Olds</td>
<td>Jacqueline Woodson</td>
</tr>
<tr>
<td>Cecil Giscombe</td>
<td>Naomi Ortiz</td>
<td>Tobias Wolff</td>
</tr>
</tbody>
</table>
When I founded a literary journal, the AWP Bookfair presented me with a huge audience that was at once diverse and unified by an interest in supporting the literary arts.”

—Austin Tremblay, poet and editor

EXHIBIT AT THE BOOKFAIR

Join the largest independent literary marketplace in North America. Market your program or publications, promote your services, and put your books in front of a self-selected audience of passionate readers and writers at the must-attend literary event of the year.

BOOKFAIR LOCATION & SERVICES

Pennsylvania Convention Center, Philadelphia, PA. Services include free Wi-Fi, concession areas, and multiple reading stages.

Booths: $950
One booth includes
- 10’x10’ space (100 sq. ft. with 8’ high back drape)
- two 6’x24” draped tables, two chairs, one wastebasket, and one ID sign
- two exhibitor all-access badges covering full conference registration
- listing in AWP Conference planner and on website

Tables: $650
One table includes
- 4’x7” space (28 sq. ft. with 3’ high back drape)
- one 6’x24” draped table, two chairs, one wastebasket, and one ID sign
- two exhibitor all-access badges covering full conference registration
- listing in AWP Conference planner and on website

Questions about the bookfair? Reach out to the AWP Bookfair coordinator at bookfairservices@awpwriter.org

ADVERTISING

AWP offers cost-effective advertising packages across a range of conference platforms, social media platforms, websites, and print publications.

Conference Print Ads
Planner—back outside cover: (the only ad in the planner): $6,999

Program
Front inside cover: $3,759
Back inside cover: $3,399
Back outside cover: $6,559
Two-page spread: $2,419
Full page: $1,259
Half page: $799
Quarter page: $625

Digital Conference Ads
E-newsletter
Email skyscraper ad (three available): $2,199

Web
Premium-tier conference schedule (our most-viewed webpage): starting at $1,299/month
Featured Presenters page: starting at $549/month
List of exhibitors and floor plan: starting at $349/month

You can purchase your ad online at http://bit.ly/AWPadvertising or reserve your ad today by emailing advertising@awpwriter.org.

Questions about advertising at AWP? Reach out to the AWP advertising manager at advertising@awpwriter.org.
“AWP is a spring to allow us to become inspired and renewed again, to meet our heroes, to share war stories, and to stretch our limits.”

—Natalia Treviño, writer and professor

awpwriter.org  |  #AWP22

OUR MISSION
AWP amplifies the voices of writers and the academic programs and organizations that serve them while championing diversity and excellence in creative writing.

IN SOLIDARITY
We recognize the transformative power of literature, and we strive to be an ally in making the world a more equitable, compassionate, and inclusive place. We condemn discrimination in any form, whether it be race, ethnicity, gender identity and orientation, national origin, age, or disability.