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>Sponsorship Level</th>
<th>Amount</th>
<th>Available</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIER SPONSOR: $25,000</td>
<td>1 available (SOLD)</td>
<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 The Writer's Chronicle, conference planner and program, sponsor logo on conference tote, e-newsletter/social media marketing, and two exclusive premium benefits.</td>
<td>Cash value: $36,884</td>
</tr>
<tr>
<td>PRESENTING SPONSOR: $20,000</td>
<td>2 available</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 The Writer's Chronicle, conference planner and program, sponsor listing on conference tote, e-newsletter/social media marketing, and one exclusive premium benefit.</td>
<td>Cash value: $28,584</td>
</tr>
<tr>
<td>MAJOR SPONSOR: $15,000</td>
<td>10 available</td>
<td>Forty registration waivers, one-page conference program ad, bookfair booth, optional evening reception space, sponsor logo on AWP's website, sponsor logo in up to three issues of The Writer's Chronicle, conference planner and program, sponsor listing on conference tote, and one exclusive premium benefit.</td>
<td>Cash value: $19,669</td>
</tr>
<tr>
<td>PATRON: $5,000</td>
<td>45 available</td>
<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 The Writer's Chronicle, and conference planner and program.</td>
<td>Cash value: $11,009</td>
</tr>
<tr>
<td>CONFERENCE SCHOLARSHIP PROGRAM: $10,000</td>
<td>4 available</td>
<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 The Writer's Chronicle and in conference planner and program, and sponsor listing on conference tote.</td>
<td>Cash Value: $12,519</td>
</tr>
<tr>
<td>CONTRIBUTOR: $1,000</td>
<td>50 available</td>
<td>Five registration waivers, sponsor listing on AWP's website, sponsor listing in up to three issues of The Writer's Chronicle, and conference planner and program.</td>
<td>Cash value: $1,100</td>
</tr>
<tr>
<td>SUSTAINER: $2,500</td>
<td>45 available</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 The Writer's Chronicle, and conference planner and program.</td>
<td>Cash value: $2,825</td>
</tr>
<tr>
<td>CONFEREE ACCESSIBILITY: $5,000</td>
<td>6 available</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 The Writer's Chronicle, and conference planner and program.</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
<table>
<thead>
<tr>
<th>Marketing Impressions</th>
<th>Registration Waivers</th>
<th>Program Advertising</th>
<th>Bookfair Exhibit/Signage</th>
<th>TOTAL CASH VALUE</th>
<th>Host Reception</th>
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<tbody>
<tr>
<td>PREMIER SPONSOR</td>
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<tr>
<td>$25,000</td>
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<td>(one opportunity)</td>
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<td>PRESENTING SPONSOR</td>
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<td>$20,000</td>
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<td>(five opportunities)</td>
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<tr>
<td>MAJOR SPONSOR</td>
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<td>$15,000</td>
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<td>(fifteen opportunities)</td>
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<td>BENEFACTOR</td>
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<td>$10,000</td>
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<td>YES</td>
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<tr>
<td>(ten opportunities)</td>
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<td>YES</td>
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<td>PATRON</td>
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<td>$5,000</td>
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<tr>
<td>(unlimited opportunities)</td>
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<tr>
<td>SPONSOR</td>
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<td>$2,500</td>
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<td>(unlimited opportunities)</td>
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<tr>
<td>CONTRIBUTOR</td>
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<td>$1,000</td>
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<tr>
<td>(unlimited opportunities)</td>
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</tbody>
</table>
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**

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

**SELECT FEATURED PRESENTERS**

- Chimamanda Ngozi Adichie
- Joy Harjo
- Robert Pinsky
- Margaret Atwood
- Terrance Hayes
- Annie Proulx
- Sarah M. Broom
- Juan Felipe Herrera
- Claudia Rankine
- Jenny Browne
- Seamus Heaney
- Marilynne Robinson
- Anne Carson
- John Irving
- Karen Russell
- Michael Chabon
- Mira Jacob
- Richard Russo
- Sandra Cisneros
- Barry Lopez
- Allison Adelle Hedge Coke
- Erik Larson
- George Saunders
- Eileen Cronin
- Jonathan Lethem
- Jake Skeets
- Edwidge Danticat
- Barry Lopez
- Ilya Kaminsky
- Cheryl Strayed
- Don DeLillo
- Erik Larson
- Diane Suess
- Natalie Diaz
- Jonathan Lethem
- Amy Tan
- Rina Dove
- Barry Lopez
- Natasha Trethewey
- Jennifer Egan
- Jhumpa Lahiri
- Monique Truong
- Louise Erdrich
- Chang-rae Lee
- Helena María Viramontes
- Carolyn Forché
- Ada Limón
- Derek Walcott
- Roxane Gay
- Alice McDermott
- Colson Whitehead
- Nikki Giovanni
- Nathaniel Mackey
- Jeanette Winterson
- Cecil Giscombe
- Joyce Carol Oates
- Jacqueline Woodson
- Naomi Ortiz
- Tobias Wolff

—I enjoyed more event content this year than ever before! And despite our Zoom situation, speakers made me feel up close and connected. Everyone truly did a wonderful job welcoming us into their personal spaces . . .”

—Tracy Rice Weber, Old Dominion University
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.