Join the Conversation

AWP welcomes conference participation from writers, publishers, teachers, and literary arts practitioners. Nearly all conference events come to us through our competitive submission process. Proposals for #AWP20 are due May 1, 2019. Join the conversation by submitting an event proposal at awpwriter.org.

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Select Keynote Speakers and Featured Presenters:


Literary Partners:

The Academy of American Poets, the Authors Guild, Cave Canem Foundation, Center for Fiction, City Lights Books, Overlook Press, Knopf, the National Book Critics Circle, New Directions for the Arts, the Pushkin Foundation, and others.

AWP PRESENTS SOME OF THE WORLD’S GREATEST AUTHORS AND PARTNERS WITH OUTSTANDING LITERARY ORGANIZATIONS.

AWP FOSTERS LITERARY ACHIEVEMENT, ADVANCES THE ART OF WRITING AS ESSENTIAL TO A GOOD EDUCATION, AND SERVES THE MAKERS, TEACHERS, STUDENTS, AND READERS OF CONTEMPORARY WRITING.
OPPORTUNITIES & BENEFITS

1. Gain new national audiences for your programs, press, or organization
2. Reach a highly informed and engaged audience of book buyers and book lovers
3. Increase your brand awareness and visibility
4. Gain access to a diverse group of writers and professionals

5. Support the literary community by providing opportunities for students and community writing organizations

5 REASONS TO BECOME A SPONSOR NOW!

- Reach a highly informed and engaged audience of book buyers and book lovers
- Gain new national audiences for your programs, press, or organization
- Reach a diverse group of writers and professionals
- Increase your brand awareness and visibility
- Support the literary community by providing opportunities for students and community writing organizations
## Sponsorship Opportunities & Benefits

AWP is a leading literary organization that serves writers all over the US and abroad. We represent 50,000 writers, 550 college and university writing programs, and 150 community-based writing conferences and centers. Each year, AWP brings its writer's conference and bookfair together to a unified major city. Our conference attracts 12,000 attendants and over 200 exhibitors, and showcases over 2,000 presenters and 150 events. Our bookfair is the largest independent literary marketplace in North America. Sponsorship puts you up in the front row and provides multiple opportunities to connect with your audience.

### Top 5 Reasons to Become a Sponsor Now!

1. Gain new national audiences for your programs, press, or organization
2. Reach a highly informed and engaged audience of book lovers and book lovers
3. Increase significant benefits for up to nine months before the conference.
4. Gain new perspectives on the current state of the field and exposure to innovative practices and ideas
5. Support the literary community by providing inspiration for students and community-writing organizations

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<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Benefits</th>
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</table>
| PREMIER SPONSOR $25,000 (See adjacent page) | AWP White House Walker Ad 100 pages also on website in Premiere Section.
| |
| MAJOR SPONSOR $15,000 (See adjacent page) | Full page conference program, 20 pages of the Writer’s Chronicle and conference program, sponsor listing on conference tote, signage, sponsor logo in four issues of The Writer’s Chronicle and conference program, program.
| |
| SPONSOR $7,500 (See adjacent page) | AWP White House Walker Ad 50 pages, also on website in Premiere Section.
| |
| CONTRIBUTOR $1,000 (See adjacent page) | AWP White House Walker Ad 5 pages, also on website in Premiere Section.
| |

### Advertising Opportunities

Take total advantage of your sponsorship across our range of conference platforms. AWP will work with you to maximize your advertising dollars and include the following:

- **Programs**
  - Front inside cover: $3,175
  - Back inside cover: $2,650
  - Two-page spread: $2,199
  - Half page: $960

- **Websites**
  - AWP Conference Planner (our most viewed web page): starting at $1,299/mo.

- **Enewsletters/Social Media**
  - Listing in AWP Conference Planner and on websites.
  - Website and on conference signage.
  - Sponsor listing in four issues of The Writer’s Chronicle and conference program.

- **Stage & Bookfair Banners/Signs**
  - AWP Website Unique Visitors.
  - Conference Program, Ad & Planner.

- **Onsite Signs**
  - Conference Program, Ad & Planner.
  - Website.

- **Photo by Robb Cohen**

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**Purchasing Your Sponsorship Online:**

[awpwriter.org/store/spONSORSHIP](http://awpwriter.org/store/spONSORSHIP)

**Sponsorship Contact:**

[awpwriter.org](http://awpwriter.org)

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**Advertising Contact:**

[awpwriter.org](http://awpwriter.org)

**Digital Conference Ads**

**Conference Ads**

- Digital display ad: $4,650 (size: 300x250)
- Social media page: $2,500
- Website banner ad: $800

**Conference Planner**

- Digital display ad: $700
- Social media page: $1,200
- Website banner ad: $1,800

**QuesTIONS? Ready to reserve your ad?**

Contact our advertising manager: [awpwriter.org](http://awpwriter.org) today!
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### TOP 5 REASONS TO BECOME A SPONSOR NOW!

1. Grab new national audiences for your programs, press, or organization.
2. Reach a highly informed and engaged audience of book buyers and book lovers.
3. Drive significant benefits for up to nine months before the conference.
4. Grab new perspectives on the current state of the field and exposure to innovative practices and ideas.
5. Support the literary community by funding stipends by students and community writing organizations.

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### PREMIER SPONSOR $25,000 (see chart)

- **Marketing Impressions**
  - AWP Website/Bookfair
  - AWP Magazine
  - The Writer’s Chronicle
  - AWP Foundation
  - Twitter/Instagram/LinkedIn/YouTube

- **Registration Impressions**
  - Main exhibit hall at the Henry B. Gonzalez Convention Center, San Antonio, TX.
  - Services include free wire, concession areas, plus and multiple reading stages.

- **Program**
  - 45
total pages
  - $769
  - HALF PAGE
  - $1259
  - FULL PAGE
  - $2419
  - FRONT PAGE
  - $3799
  - TWO PAGE SPREAD
  - $8490

- **Patriot Celebration**
  - $10,000
  - Six page spread color ad

- **┭┮﹏┭┮**
  - Cash value: $28,984

- **Patron Sponsor**
  - $5,000

- **Benefactor**
  - $10,000

- **Sponsor**
  - $2,500

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### PRESENTING SPONSOR $20,000 (see chart)

- **Marketing Impressions**
  - AWP Website/Bookfair
  - AWP Magazine
  - The Writer’s Chronicle
  - AWP Foundation
  - Twitter/Instagram/LinkedIn/YouTube

- **Registration Impressions**
  - Main exhibit hall at the Henry B. Gonzalez Convention Center, San Antonio, TX.
  - Services include free wire, concession areas, plus and multiple reading stages.

- **Program**
  - 45
  - Total pages
  - $769
  - HALF PAGE
  - $1259
  - FULL PAGE
  - $2419
  - FRONT PAGE
  - $3799
  - TWO PAGE SPREAD
  - $8490

- **Patriot Celebration**
  - $10,000
  - Six page spread color ad

- **┭┮﹏┭┮**
  - Cash value: $6,549

- **Patron Sponsor**
  - $5,000

- **Benefactor**
  - $10,000

- **Sponsor**
  - $2,500

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### MAJOR SPONSOR $10,000 (see chart)

- **Marketing Impressions**
  - AWP Website/Bookfair
  - AWP Magazine
  - The Writer’s Chronicle
  - AWP Foundation
  - Twitter/Instagram/LinkedIn/YouTube

- **Registration Impressions**
  - Main exhibit hall at the Henry B. Gonzalez Convention Center, San Antonio, TX.
  - Services include free wire, concession areas, plus and multiple reading stages.

- **Program**
  - 45
  - Total pages
  - $769
  - HALF PAGE
  - $1259
  - FULL PAGE
  - $2419
  - FRONT PAGE
  - $3799
  - TWO PAGE SPREAD
  - $8490

- **Patriot Celebration**
  - $10,000
  - Six page spread color ad

- **┭┮﹏┭┮**
  - Cash value: $3,175

- **Patron Sponsor**
  - $5,000

- **Benefactor**
  - $10,000

- **Sponsor**
  - $2,500

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### SPOKESPERSON $5,000 (see chart)

- **Marketing Impressions**
  - AWP Website/Bookfair
  - AWP Magazine
  - The Writer’s Chronicle
  - AWP Foundation
  - Twitter/Instagram/LinkedIn/YouTube

- **Registration Impressions**
  - Main exhibit hall at the Henry B. Gonzalez Convention Center, San Antonio, TX.
  - Services include free wire, concession areas, plus and multiple reading stages.

- **Program**
  - 45
  - Total pages
  - $769
  - HALF PAGE
  - $1259
  - FULL PAGE
  - $2419
  - FRONT PAGE
  - $3799
  - TWO PAGE SPREAD
  - $8490

- **Patriot Celebration**
  - $10,000
  - Six page spread color ad

- **┭┮﹏┭┮**
  - Cash value: $1,299

- **Patron Sponsor**
  - $5,000

- **Benefactor**
  - $10,000

- **Sponsor**
  - $2,500

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### CONTRIBUTOR $1,000 (see chart)

- **Marketing Impressions**
  - AWP Website/Bookfair
  - AWP Magazine
  - The Writer’s Chronicle
  - AWP Foundation
  - Twitter/Instagram/LinkedIn/YouTube

- **Registration Impressions**
  - Main exhibit hall at the Henry B. Gonzalez Convention Center, San Antonio, TX.
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- **Program**
  - 45
  - Total pages
  - $769
  - HALF PAGE
  - $1259
  - FULL PAGE
  - $2419
  - FRONT PAGE
  - $3799
  - TWO PAGE SPREAD
  - $8490

- **Patriot Celebration**
  - $10,000
  - Six page spread color ad

- **┭┮﹏┭┮**
  - Cash value: $549

- **Patron Sponsor**
  - $5,000

- **Benefactor**
  - $10,000

- **Sponsor**
  - $2,500

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### REGISTRATION FOR THE BOOKFAIR AT:
awpwriter.org/awp_conference/bookfair_overview

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### ADVERTISING OPPORTUNITIES

**ADVERTISING WITH US**

Take full advantage of your sponsorship by advertising across our range of conference platforms. Other than the Sponsors Package, all advertising opportunities are on a first-come, first-served basis. Reserve your ad today by email at sponsorship@awpwriter.org.

**ADVERTISING RATES**

- **PROGRAM**
  - **Copy**
    - Front inside cover: $3,799
    - Back inside cover: $3,799
    - Half page: $549
    - Quarter page: $284
  - **Banner**
    - Two-page spread: $1,299
    - Half page: $649
    - Quarter page: $284

- **Half Page**
  - **Half Page**
    - $1,299
    - **Quarter Page**
      - $649

- **FULL PAGE**
  - **Full Page**
    - $2,490
    - **Half Page**
      - $1,299
    - **Quarter Page**
      - $649

**Digital Conference Ads**

- **Digital Banner Ads**
  - $549
  - Available on AWP’s Conference mobile app, website, and social media.

**QUESTIONS? Ready to reserve your ad?**

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San Antonio, TX
MARCH 4-7, 2020
#AWP20 CONFERENCE & BOOKFAIR
Your Guide to Sponsoring, Exhibiting, and Advertising
awpwriter.org | #AWP20

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