



## SouthWord Literary Festival November 3 & 4, 2017

SouthWord Literary Festival is a biennial conference and event that celebrates and cultivates Southern literature by engaging accomplished writers and new voices in a dialogue with readers that moves off the page and into the city. Southern Lit Alliance began the event in 1981. It is a keynote event for the organization which brings other special literary events, including readings, book signings, and workshops with authors to Chattanooga throughout the year.

Southern Lit Alliance is a longstanding literary arts organization in Chattanooga, TN founded in 1952. Southern Lit Alliance celebrates Southern writers and readers through community education and innovative literary arts experiences. SouthWord Literary Festival and its education enrichment programs are integral parts of the Southern Lit Alliance mission.

The SouthWord two-day festival is hosted with the Fellowship of Southern Writers, a nonprofit organization that recognizes and encourage excellence in Southern literature. The Fellowship commemorates outstanding literary achievement through awards and recognizes distinction in writing by election to membership. Almost 50 members of the Fellowship who are poets, playwrights, fiction and nonfiction writers will be in attendance at the festival. For the two full days, the writers will share their stories and their craft, host workshops, participate in panel discussions, sign books and mingle with the public. In addition, a select number will be visiting classrooms in local schools to discuss their work and answer questions by the students. Readers and writers connect at the event. It is a powerful experience on both sides.





## SouthWord Literary Festival Sponsorship Packages

### **Literary Platinum Presenter** **\$10,000**

Sponsor business logo prominently displayed in advertisements and press releases including:

- Headlining spot in all Media Listings:
  - Television
  - Radio
  - Print (Posters, Newspaper Ads, Magazine & Journals)
  - Web Site
  - Social Media
- Headlining spot in all Public Service Announcements and Press Releases
- Sponsor listing on Front Cover of the 2017 SouthWord Brochure—5,000 printed and distributed in local and regional market
- Sponsor listing on Front Cover of the 2017 SouthWord event Program—500 printed and distributed to Attendees
- Full Page Ad in the 2017 SouthWord Program
- Signage at the 2017 SouthWord venue
- Sponsorship Listing in the 2017 SouthWord print ads
- Sponsorship Listing on the Southern Lit Alliance Web Site and in the SouthWord Social Media campaign
- 16 tickets to the 2017 SouthWord Literary Festival
- 8 tickets to the Fellowship of Southern Writers Awards Luncheon on Nov. 3.
- Hyperlink from the 2017 SouthWord web site ([SouthernLitAlliance.org](http://SouthernLitAlliance.org)) to sponsor's web site

## **Literary Gold Publisher**

**\$7,500**

Sponsor business logo prominently displayed in advertisements and press releases including:

- Sponsor sub-listing in all Public Service Announcements and Press Releases
- Literary Gold Publisher Sponsor sub-listing in the 2017 SouthWord Brochure—5,000 printed and distributed in local and regional market
- Literary Gold Publisher Sponsor sub-listing in the 2017 SouthWord event Program—500 printed and distributed to CSL Attendees
- Media Listings:
  - Radio
  - Print (Posters, Newspaper Ads, Magazine & Journals)
  - Web Site
  - Social Media
- Full Page Ad in the 2017 SouthWord Program
- Sponsor sub-listing on the Southern Lit Alliance Web Site and in the SouthWord Social Media campaign
- 8 tickets to 2017 SouthWord Literary Festival
- 8 tickets to the Fellowship of Southern Writers Awards Luncheon on Nov. 3
- Hyperlink from the 2017 SouthWord web site ([SouthernLitAlliance.org](http://SouthernLitAlliance.org)) to sponsor's web site

## **Book Club Benefactor**

**\$5,000**

Sponsor business logo prominently displayed in advertisements and press releases including:

- Book Club Benefactor Sponsor sub-listing in the 2017 SouthWord event Brochure—5,000 printed and distributed in the local and regional market
- Book Club Benefactor Sponsor sub-listing in the 2017 SouthWord event Program—500 printed and distributed to attendees
- Media Listings:
  - Print (Posters, Newspaper Ads, Magazine & Journals)
  - Web Site
  - Social Media
- 1/2 Page Ad in the 2017 SouthWord Program
- Sponsor listing on the Southern Lit Alliance Web Site and in the South Word Social Media campaign
- 6 tickets to 2017 SouthWord Literary Festival
- 4 tickets to Fellowship of Southern Writers Award luncheon on Nov. 3
- Hyperlink from the 2017 SouthWord web site ([SouthernLitAlliance.org](http://SouthernLitAlliance.org)) to sponsor's web site

## **Book Mark Subscriber**

**\$2,500**

Book Mark sponsor business tiered font displayed in advertisements and press releases including:

- Book Mark Sponsorship sub-listing in the 2017 SouthWord event Brochure—5,000 printed and distributed in local and regional market
- Book Mark Sponsorship sub-listing in the 2017 SouthWord event Program—500 printed and distributed to attendees
- Press Releases
- Sponsor listing on the Southern Lit Alliance Web Site and in the SouthWord Social Media campaign
- 1/4 Page ad in the 2017 SouthWord Program
- 4 tickets to SouthWord Literary Festival
- 2 tickets to Fellowship of Southern Writers Award luncheon on Nov. 3
- Hyperlink from the 2017 SouthWord web site ([SouthernLitAlliance.org](http://SouthernLitAlliance.org)) to sponsor's web site

## **Donor**

**\$1,000**

Donor sponsor business tiered font displayed in advertisements and press releases including:

- Donor sub-listing in the 2017 SouthWord event Brochure—5,000 printed and distributed in the local and regional market
- Donor sub-listing in the 2017 SouthWord event Programs—500 printed and distributed to Conference Attendees
- Sponsor listing on the Southern Lit Alliance Web Site and in the South Word Social Media campaign
- 2 tickets to the 2017 SouthWord Literary Festival
- 2 tickets to Fellowship of Southern Writers Award luncheon on Nov. 3



# SouthWord Literary Festival Sponsorship Form

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I will sponsor at the following level:

_____ Literary Platinum Presenter	\$10,000
_____ Literary Gold Publisher	\$ 7,500
_____ Book Club Benefactor	\$ 5,000
_____ Book Mark Subscriber	\$ 2,500
_____ Donor	\$ 1,000