



write around[®]

— PORTLAND —

2024

**SPONSOR
OPPORTUNITIES**



About Write Around Portland: We change lives through the power of writing by facilitating storytelling in underheard communities.

We bring people together to write, heal, and transform, fostering well-being through respectful, shared creative writing experiences. Our priority populations include people who are unhoused, incarcerated, low-income, and/or who are experiencing addiction, mental illness, or physical illness, or have a disability.

Partner with Confidence: Write Around Portland is a 501(c)(3) nonprofit organization that was founded in 1999. Our professional staff have years of nonprofit experience, and we follow all nonprofit financial best practices, including contracting with a third-party accounting firm.



Saturday, October 12, 2024
Oregon Contemporary
(8371 N. Interstate Ave.)

Demographics

Women ages 65+

Read on average 6-10 books per year

Spend \$150 on books each year

Join us at **Raise Your Pen** for an inspiring evening honoring everyone's unique story and supporting the power of writing, storytelling, and listening. Drawing nearly 100 writers, readers, thinkers, and community connectors in Portland, this event is a great way to increase brand awareness and drive sales. The event consists of heavy hors d'oeuvres, beer and wine, silent auction, and inspiring readings from our writers!



2024 Raise Your Pen Sponsorship Packages



BENEFITS	PRESENTING \$5,000	PLATINUM \$3,500	GOLD \$2,500	SILVER \$1,000
Raise Your Pen presented by <i>Your Company Name</i> on all materials	✓			
On-Stage Mentions	On-stage or video message	On-stage or video message	Recognition from stage	Recognition from stage
Complimentary Tickets	12	8	6	4
Program Advertisement	Full page	Half page	Quarter page	Quarter page
Social Media	2 dedicated posts 2 group posts	1 dedicated post 2 group posts	2 group posts	2 group posts
Email	1 dedicated email, recognition on all email marketing	Spotlight in 1 email, recognition on all email marketing	Spotlight in 1 email, recognition on all event marketing	Recognition on all email marketing
Print Invitation	Priority logo placement	2nd priority logo placement	3rd priority logo placement	4th priority logo placement
Website	Priority logo placement	2nd priority logo placement	3rd priority logo placement	4th priority logo placement

Spring Reading & Book Release

May 2024

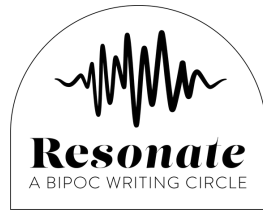
We celebrate our writers twice per year at our readings. Join us for an inspirational night as we hear their published works!

Winter Reading & BOOK RELEASE

December 2024

BENEFITS	PRESENTING \$1,500	LITERARY \$1,000	SWAG \$500
Reading & Book Release presented by <i>Your Company Name</i> on all materials	✓		
On-Stage Mentions	On-stage or video message	On-stage or video message	Recognition from stage
Advertising Placement	Full-page program ad	Half-page program ad	Logo on limited-edition sales item
Tabling	6' table with priority placement	6' table	Recognition at sales table
Social Media	1 dedicated post 2 group posts	2 group posts	2 group posts
Communications	1 dedicated email recognition on print, email, website	Spotlight in 1 email recognition on print, email, website	Recognition on print, email, website

2024 Literary Program Sponsorships



(prompt)

freewrite
keep your pen moving



Our popular literary programs take place in-person and virtually! Sponsorship is a great way to expose your brand to a writerly audience in Portland and around the world.

BENEFITS	RESONATE OR FREEWRITE SPONSOR		PROMPT SPONSOR \$500
	PRESENTING \$7,500	SINGLE WORKSHOP \$500	
Workshop presented by <i>Your Company Name</i> on all materials	✓		✓
Workshop Remarks	Remarks or video message	Remarks or video message	Remarks or video message
Complimentary Tickets	2	2	Priority registration for 2
Social Media	1 dedicated post 2 group posts	2 group posts	2 group posts
Communications	1 dedicated email recognition on print, email, website	Spotlight in 1 email recognition on print, email, website	Recognition on print, email, website

2024 Holiday Campaign Sponsorships

November 11 - December 31, 2024

Our digital and print campaigns target our entire donor base and email list, reaching over 8,000 households, mainly in the Portland area. With donor retention averaging 95% over the last 3 years (compared to national averages at 45%), our exceptionally-engaged audience is very likely to see your message!

BENEFITS	PRESENTING SPONSOR \$5,000	GIVE!GUIDE SPONSOR \$2,500	GIVING TUESDAY SPRINT DEC. 3, 2024	
			PRESENTING \$2,500	AM OR PM SPONSOR \$1,000
Campaign presented by <i>Your Company Name</i> on all materials	✓		✓	
Direct Mail	Logo on 2 letters and a postcard			
Social Media	2 dedicated posts 3 group posts	2 group posts	2 group posts	2 group posts
Email	1 dedicated email, recognition on 8 other emails	Spotlight in 1 email, recognition on 6 other emails	Spotlight in 1 email, recognition on 3 other emails	Recognition in 2 emails
Website	Priority logo placement	2nd priority logo placement	Logo on website for entire campaign	Logo on website for entire campaign

2024 Campaign Sponsorships

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BENEFITS	SPRING CAMPAIGN SPONSOR MAY 1 - JUNE 30 \$1,500	JOURNAL DRIVE SPONSOR AUG 15 - SEP 30 \$1,000
Social Media	2 group posts	2 group posts
Email	Recognition on all campaign communications	Recognition on all campaign communications
Website	Logo on website	Logo on website
Direct Mail	Recognition on 2 letters	

2024 Rates

Advertisements & Tables

OPTIONS	RAISE YOUR PEN	READINGS
6' Table	N/A	\$500
Full Page Advertisement in Event Program	\$500	\$250
Half Page Advertisement in Event Program	\$250	\$150
Quarter Page Advertisement in Event Program	\$150	\$100