

## San Francisco Writers Foundation Sponsorships

- **2019 San Francisco Writing for Change** (September 14, 2019)
- **2020 San Francisco Writers Conference** (February 13-16, 2020)  
*A Celebration of Craft, Commerce and Community*



Thank you for considering a sponsorship of the San Francisco Writers Conference.

We want our sponsors to become essential partners and honored guests at our events.

**The items listed below in each package as just the start of your sponsorship!**

We truly take a win-win approach to sponsorships. We will work with you to promote your newsworthy announcements in our SFWC Newsletter, our promotional outreach, and on our website. After all, your potential clients are our participants. We want to let them know what you do because it benefits them as writers.

**NOTE: All sponsorships finalized prior to September 2019, will INCLUDE the 2019 San Francisco Writing for Change (Sept. 14, 2019) AND 2020 San Francisco Writers Conference (Exhibit days are Feb. 14-16, 2020)!**

### 'FRIEND' of the San Francisco Writers Conference (\$5,000)

- **EMAIL BLAST:** One dedicated email blast to our 4,500+ opt-in list.
- **SOCIAL MEDIA:** A minimum of THREE social media posts on the SFWC Twitter/Facebook platforms.
- **EVENT PROGRAM:** A half-page in the SFWC Event Program
- **LOGO/LINK:** You will be on the SFWC website thru October 2020!  
**PLUS your name or logo on 500 attendee bags and your brochure/flyer or product inserted into the bag!**
- **EXHIBIT SPACE:** Premium space to showcase your company and sell your product during the event. See the Exhibit Agreement for details on included additional signage, Exhibitor Talks, etc.
- **ACCESS:** Two (2) VIP passes to the event and priority seating during keynotes

### 'BESTSELLER' Sponsorship (\$10,000)

**All of the 'Friend' Benefits +**

- An SFWC **WORKSHOP OR BREAKFAST** designated as sponsored by you or your company
- Record a **PODCAST** for SFWC's website AND Sponsor an issue of the **SFWC Newsletter**
- **UPGRADE** to TWO dedicated email blast to our 4,500+ opt-in list... and SIX Social Media posts.
- **UPGRADE** to a half- page **COLOR** ad in the Event Program
- **UPGRADE** to THREE (3) VIP passes, priority seating during keynotes & **3 invitations to Presenter Party**

### 'CLASSIC' Sponsorship/Partner (\$25,000)

**All of the 'Bestseller' Benefits +**

- A **SCHOLARSHIP** in your company's name with two winners. (We will work with you to create it!)
- A **MAIN EVENT** designated as sponsored by you or your company. (We will work with you on content.)
- **UPGRADE** to FOUR dedicated email blasts to our 4,500+ opt-in list...and TWELVE social media posts.
- **UPGRADE** to a **FULL PAGE COLOR** ad in the Event Program.
- **UPGRADE** to FOUR (4) VIP passes, priority seating at keynotes & **4 invitations to the Presenters' Party!**

### 'Creative Writing' Sponsorship Package

Don't see the exact package you want?

We can create one just for you!

See ideas on the next page.

Questions? Contact Barbara Santos

(925) 420-6223 or [barbara@sfwriters.org](mailto:barbara@sfwriters.org)



## Why Consider a 2020 San Francisco Writers Foundation Sponsorship?

### San Francisco Writers Conference in a glance:

- 4,700+ opt-in readers of the SFWC Newsletter and writing-related communications!
- 600 participants at the signature main conference (San Francisco Writers Conference)
- 100+ at the San Francisco Writing for Change event
- 400+ in our SFWC-MIL year-round classes held at Mechanics' Institute Library
- A 100+ person faculty rich with influencers including traditional publishers and top echelon members of the publishing world. The networking at the San Francisco Writers Conference is amazing!
- A vibrant social media presence with a dedicated social media team that is active year-round...and we love to feature our sponsors.

### Make it all about you at our events:

- Recognition from the stage and signage throughout the event.
- Visibility including additional banners on the classroom level of the Hyatt Regency San Francisco. See the SFWC Exhibit Agreement for details!
- Sponsors can participate in **Exhibit Talks** and **Ask-A-Pro** session during the event. Unlike other sessions and panels at the event, these are where you can talk specifically about your company.
- SFWC sessions and panels address hot topics in publishing, self-publishing and technology where your expertise can shine.
- Did we mention NETWORKING?! Sponsors can go to the private Presenters' Party and many social events during the 4-day event. This is when the value of being on the SFWC team as a sponsor truly makes a difference.
- The SFWC Exhibit Hall area is set up to maximize exposure and still allow one-to-one interaction with attendees. All sponsor packages include PREMIUM exhibit space.
- Our sponsors get exposure on the SFWC website from scrolling logos on the homepage to mentions on multiple pages!
- Sponsors can send their writer-related company news that can be included in the SFWC Newsletter and social media. Your news will be seen by thousands of our opt-in subscribers and followers.
- New for 2020—Recorded on-site **SFWC Podcasts** will feature sponsors.

Not only will you enjoy the networking within the writing community, the exposure to a committed audience of educated writers, a myriad of marketing opportunities, and the opportunity of reaching new clients... **you will be supporting the powerful writing community.**

Questions? Contact Barbara Santos  
(925) 420-6223 or [barbara@sfwriters.org](mailto:barbara@sfwriters.org)  
or Carla King at [Carla@carlaking.com](mailto:Carla@carlaking.com)



## San Francisco Writers Foundation

2020 San Francisco Writers Conference & 2019 San Francisco Writing for Change



Call or email us to chat...or return the form and we will contact you.

- Sponsor an Editor, Class, Workshop or Keynote Speaker
- Host a Party or Breakfast at the San Francisco Writers Conference
- Sponsoring an upcoming SFWC Newsletter (\$250) or place an ad in the newsletter (\$100)
- Email Blast to the SFWC opt-in mailing list (\$500 with approval of SFWC)
- Adding a Website Link/Logo on the SFWC and/or the SFWU website (from \$100 month/or \$500 a year)
- Advertising in the SFWC Event Program
- STUFFING! Flyer/brochure/or product inserted in attendee bags at the SFWC event. (\$250)
- EXHIBITOR SPACE** at San Francisco Writers Conference (<https://sfwriters.org/exhibitor-marketing-ad-information/>)
- Creating a **SCHOLARSHIP** in my name, for a specific purpose, or as a memorial (\$1000)
- DONATE** any amount to San Francisco Writers Foundation and/or the SFWC scholarship fund...

**IN-KIND**  gifts for presenters  San Francisco Writers Foundation auction items  
 San Francisco Writers Conference or San Francisco Writing for Change event necessities and SERVICES!

**OTHER** \_\_\_\_\_

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**Give us a call: Barbara at (925) 420-6223 or email her at [Barbara@SFWriters.org](mailto:Barbara@SFWriters.org).**

If you prefer, you can return form to: Barbara Santos, PO Box 326, Oakley, CA 94561.

Contact Name:	
Company:	
Address:	
City, State, ZIP:	
Phone:	Email:
Comments/Ideas:	