

WFWA
10th
ANNIVERSARY
CONFERENCE

*Sponsorship
Opportunities*



CELEBRATE. CREATE. CONNECT.



The Event

You're invited to participate in the 2023 Women's Fiction Writers Association 10th Anniversary Conference, held Wednesday, September 20, through Saturday, September 23, at the Fairmont Millennium Park, Chicago.



CONFERENCE

Our first-ever national **Conference** will take place in the heart of Chicago. With 30+ in-person sessions, master classes, and literary agents participating, the event is sure to be a draw for writers of every level.



CELEBRATION

Our **10th Anniversary Celebration Gala** will be the party no one wants to miss, bringing authors, agents, editors, and more to celebrate 10 years of craft and connection.

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The Organization

WFWA is the premier membership organization for writers in the Women's Fiction genre. Our worldwide membership is diverse and is made of both published and unpublished writers. According to an internal poll, 80% of respondents reported they were very likely to attend the event.

Women's Fiction is a genre that is evolving, but a Gallup Poll considers Women's Fiction to be a \$24 billion per year industry. This event celebrates the Women's Fiction Writer's Association's 10th anniversary. More than 1,900 members strong, **the organization has grown by 78% in the past three years.**



The Audience

We will bring together writers and publishing professionals for deep discussions about craft and business. Our members range from just-getting-started in the field to multi-published, New York Times bestselling authors. We are celebrating our 10th year and expect up to 350 attendees; however, the reach of your sponsorship will extend to our entire membership of 1,900+ and our social media followers that extends beyond 15,000.

350
in-person
attendees

1,900
members

15,000+
social media
followers

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The Sponsorship Opportunities

CONFERENCE SPONSORSHIP

(\$3,000 - \$6,000)

Four days of connection and content, hundreds of opportunities to get your brand seen by Conference attendees before and after the event. These opportunities are extremely limited. Act now for best visibility and options to connect with conference attendees.

PLATINUM \$6,000

- Branded lanyards for name tags
- Branding on every page of our conference app used by all attendees
- One Marketplace booth (space permitting)
- One fifteen-minute presentation in our Marketplace Presents space
- Two conference admissions
- Verbal acknowledgment at the opening session of the conference
- Room signage in main event space indicating sponsorship
- Logo included in all digital and print marketing
- Logo with link prominently located on event website
- Social media shout-out before, during, and after event

GOLD \$4,500

- Branding on every page of our conference app used by all attendees
- 50% discount on Marketplace booth (space permitting)
- One fifteen-minute presentation in our Marketplace Presents space
- 50% discount on two conference admissions
- Verbal acknowledgment at the opening session of the conference
- Room signage in main event space indicating sponsorship
- Logo included in all digital and print marketing
- Logo with link prominently located on event website
- Social media shout-out before, during, and after event

SILVER \$3,000

- Branding on every page of our conference app used by all attendees
- 25% discount on Marketplace booth (space permitting)
- Virtual presentation on Whova app
- 25% discount on two conference admissions
- Verbal acknowledgment at the opening session of the conference
- Room signage in main event space indicating sponsorship
- Logo included in all digital and print marketing
- Logo with link prominently located on event website
- Social media shout-out before, during, and after event

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CELEBRATION SPONSORSHIP

Put your name alongside our biggest celebration of the decade. This dinner and awards celebration will happen on Friday night, September 22.



\$3,500

- Name on all Awards Celebration materials
- Table for eight in a premier location at the Awards Celebration dinner
- Branding on every page of our conference app used by all attendees
- Verbal acknowledgment at the start of the celebration live program
- Room signage in main event space during Celebration indicating sponsorship
- Marketing materials included in Marketplace bag given to all attendees
- \$500 discount on Marketplace booth (subject to availability)
- Logo included in all digital and print marketing
- Logo with link prominently located on event website
- Social media shout-out before, during, and after event

Not seeing exactly what you're looking for?

Contact Kristi Leonard to discuss custom packages:
programs@womensfictionwriters.org

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The Marketplace

The Marketplace is an opportunity to connect directly with conference attendees. Located in the International Ballroom Foyer, the Marketplace will be set up at the heart of the event. Space is limited, but the opportunity for face-to-face interaction is limitless. After two days (Thursday & Friday) of meeting and interacting with attendees, you can snag a presentation slot during Marketplace Presents on our biggest stage - the International Ballroom.

MARKETPLACE BOOTH (10)

\$1,200

- A 6-foot table in the International Ballroom Foyer
- Inclusion in a scavenger-hunt style game through our conference app
- Virtual Booth through Whova
- \$100 discount on two (2) conference admissions

ADD-ON: 15 MINUTES IN MARKETPLACE PRESENTS

\$500

- Fifteen minutes to present over the lunch hours
- Presentations will be included in scavenger-hunt style game through conference app



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The Add-On Opportunities

MASTER CLASS SPONSORSHIP (3)

\$500

The last day of the conference, we will offer in-depth classes for attendees to gain mastery through exercises and instructor interaction in the areas of marketing and craft. Master class sponsors receive logo and acknowledgment in the online and on-site materials for all three (3) master classes; Facebook, social media shout-outs acknowledgment (reach over 15K); gift acknowledgment in our e-newsletter reaching 2000+ inboxes; and hyperlink on womensfictionwriters.org. In addition, sponsors will receive these specific benefits:

- Verbal acknowledgment at the start of the class
- Full-size ad seen in slideshows that run before and during breaks in all three master classes.

CONFERENCE SESSION SPONSORSHIP

\$250

Sponsor your choice of one of our many daily breakout sessions on the craft or business of writing. Breakout session sponsors receive their logo and acknowledgment in the online and on-site materials for the session sponsored; Facebook, Instagram & Twitter acknowledgment (reach over 15K); gift acknowledgment in our e-newsletter reaching 2000+ inboxes; and hyperlink on womensfictionwriters.org. In addition, sponsors will receive these specific benefits:

- Verbal acknowledgement at the start of the breakout session
- Full-size ad seen in slideshows that run before and during breaks [note: distribution of session sponsor ads is random]
- If you are interested in sponsoring more than one breakout, additional benefits such as choice of ad placement and conference tickets are available.

