



# THE SAL GALA: WORDS BLOOM

Seattle Arts & Lectures' 2025 Benefit Dinner & Literary Auction

**Friday, March 21, 2025 | 5:30 to 9:30 PM**

**Seattle Convention Center – Summit Ballroom**

**900 Pine Street, Fifth Floor, Seattle, Washington 98101**

Thank you for hosting a table at The SAL Gala: Words Bloom! We're excited to gather again in the Summit ballroom and raise a glass to another year of transformative storytelling!

As a Table Captain, you'll bring together a table of enthusiastic, book-loving guests to support our mission of cultivating transformative literary experiences. Our 400 attendees contribute significantly to ensuring that thousands of young people can develop their creative voice and to bringing the most dynamic authors of our time to local and virtual stages. We couldn't do this work without you!

**Please use this Table Captain Guide as a resource as you invite guests and plan for the big day.**

**QUESTIONS?** Contact Events & Annual Giving Manager, Woogie Bae, at [wbae@lectures.org](mailto:wbae@lectures.org).

## HELPFUL LINKS

- Purchase a table or individual tickets, visit [lectures.org/galatickets](https://lectures.org/galatickets).
- Learn more about Words Bloom at [lectures.org/WordsBloom](https://lectures.org/WordsBloom).
- Guests who want to make a gift in lieu of attendance can do so at [lectures.org/inlieu](https://lectures.org/inlieu).
- Add this event to your calendar! Visit [lectures.org/WordsBloom](https://lectures.org/WordsBloom), and click on the + icon next to the event date.

## THE EVENT

With our community's support, we'll raise \$575,000 to continue our work in the year to come. You'll hear from our Executive Director Rebecca Hoogs, a student reader and writer-in-residence from our Youth Programs, and a special guest author. The night will also feature a Raise the Paddle, Live Auction, Dessert Dash, and a few reception activities. We hope you and your guests will leave inspired to help expand access to the literary arts in our region!

## YOUR TABLE

Fill a table (or two!) of 10 enthusiastic, book-loving guests. (Don't forget to include yourself in the count!) An invite template is on page 3. **Send guests' details by March 7 to Stewardship Manager, Haines Whitacre at [hwhitacre@lectures.org](mailto:hwhitacre@lectures.org).**

## TIMELINE

DECEMBER	EARLY JANUARY	FEBRUARY TO FRIDAY, MARCH 7	MONDAY, MARCH 17	FRIDAY, MARCH 21 AT 5:00 PM	MONDAY, MARCH 24
<p><b>Brainstorm Guest List:</b></p> <p>Make a list of 12 to 15 people to invite.</p> <p>Think about people in your community who are passionate about stories and youth education.</p>	<p><b>Invites Your Guests:</b></p> <p>Reach out to guests via email, text, phone, or in-person! Feel free to use the template below.</p> <p>Let us know if you'd like print invites to mail out to potential guests.</p>	<p><b>Confirm Your Guests:</b></p> <p>Register all guests by Friday, March 7.</p> <p>You can purchase your table and send guest details to us directly, or ask guests to purchase their own seats.</p>	<p><b>Remind Your Guests:</b></p> <p>Send a reminder to your guests about the event!</p> <p>We'll send a "Know Before You Go" email two days before the gala, as well.</p>	<p><b>Early Arrival:</b></p> <p>Arrive early and check in at registration.</p> <p>The reception officially opens at 5:30. Be ready to welcome your guests, connect, and enjoy the evening's activities!</p>	<p><b>Thank Your Guests:</b></p> <p>Send a thank you note to your guests, and celebrate the evening's success!</p> <p>We will send thank you letters with everyone's contributions in late April.</p>

# GUEST INVITE TEMPLATE

Subject: Please join me at The SAL Gala on March 21!

Dear <Friend>,

I'm hosting a table at Seattle Arts & Lectures' annual gala, Words Bloom, and I'd love for you to join me!

As you may know, SAL brings some of the most compelling writers of our time to Seattle stages—like Sandra Cisneros and Percival Everett—to spark curiosity and encourage meaningful conversations with each other. They also work with dozens of paid local writers who creatively engage thousands of young people through their Youth Programs.

It's going to be a great event, with an inspiring program, fun activities, and a chance to connect with fellow book lovers! Details of the event are below.

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Please let me know if you'd like to join my table! I hope to see you!

Sincerely,  
<Your Name>

P.S. If you can't attend but want to support SAL's mission, I encourage you to make a gift at [lectures.org/inlieu](https://lectures.org/inlieu)!