

2025/26 Sponsorship Opportunities

For over 38 years, Seattle Arts & Lectures has been a leading champion of the literary arts in the greater Puget Sound region. We bring award-winning, nationally acclaimed writers and thinkers to local stages, classrooms, and online to engage and inspire readers and writers of all generations in our community and beyond.

Our **2025/26 Season**, we'll hold in-person events at **Benaroya Hall** (capacity: 2,500), **Town Hall Seattle** (capacity: 853), and **Meany Hall** (capacity: 1,206). **All events will be presented online for even greater reach.** In 2024-25 over **11,300 households** tuned in to SAL's online programs.

SAL events provide opportunities for prominent logo placement, broad visibility within your regional market and virtually, engaging client experiences, and the opportunity to be a voice for the power of storytelling, youth literacy, and the arts in one of the most well-read communities in the nation (named one of UNESCO's Cities of Literature).



seattle
arts &
lectures

HOW BIG IS OUR REACH?

Collaborate with:

- 5 local media outlets independent bookstores
- non-profit organizations

Partner with:

- Seattle Public Library for our annual Summer Book Bingo for youth and adult reading (23,000 books read in '24/25)

Mail:

- Brochures to 32,000 households
- Season postcards to 30,000 households
- New York Times inserts (25,000)

Advertise on:

- Facebook (14,105+ followers)
- Instagram (14,225+ followers)
- SAL's lectures.org website (250,000+ visits)

Feature authors in:

- SAL e-newsletter (25,200 subscribers)
- Free SAL On Air Podcasts: recorded author literary events for over 35 years (12,500+ plays)

WHO IS SAL'S AUDIENCE?

IN-PERSON ATTENDEES LIVE PRIMARILY IN KING COUNTY

DIGITAL
ATTENDEES
IN ALL

50
STATES

67%

BETWEEN
THE AGES OF
35 TO 65

93%

HIGHLY
EDUCATED WITH
4-YEAR &
POST-GRADUATE
DEGREES

69%

HAVE
HOUSEHOLD
INCOMES OF
\$75,000 &
HIGHER

lectures.org

Our 2025/26 Season will include:

Our in-person
events welcome
diverse audiences
of 450 to 2,500
people—and with
virtual events,
thousands more
join us online!



Literary Arts Series

our flagship series, featuring six of the best fiction and nonfiction writers of our time.

Poetry Series

This year, with more audience capacity at Town Hall Seattle, featuring three much-loved poets.

Encore Series

Featuring four fan favorites from SAL's past, returning to Seattle audiences by popular demand.

NEW EACH YEAR!

Community Curated Series

Curated by a local BIPOC literary leader, SAL provides financial and administrative support to make possible their vision of a new series. This year, our curator is **Colleen Echohawk**, recognized as one of Seattle's most influential people by *Seattle Magazine* (2020 and 2019), and one of the 50 most influential women by *Seattle Met Magazine* (2018).

SAL Presents

Special evenings with authors, actors, artists, and prominent thinkers discussing their latest works.

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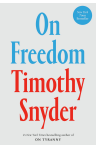
2025/26 Series At-A-Glance

LITERARY ARTS SERIES



Arundhati Roy SEPTEMBER 18, 2025 | MEANY HALL & ONLINE

Arundhati Roy is an Indian author and political activist known as the Booker Prize-winning novel *The God of Small Things* (1997) and for her advocacy of environmental and human rights issues. In her memoir, *Mother Mary Comes to Me*, she traces the complex relationship with her mother, Mary Roy, who shaped Arundhati's life both as a woman and a writer.



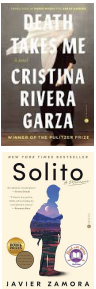
Timothy Snyder OCTOBER 26, 2026 | BENAROYA HALL & ONLINE

Timothy Snyder is professor at Yale University whose books, which have been published in over forty languages, include *On Tyranny*, *Road to Unfreedom*, *Our Malady*, and *On Freedom* - where he identifies the practices and attitudes—the habits of mind—that will allow us to design a government in which we and future generations can flourish.



Colm Tóibín JANUARY 13, 2026 | TOWN HALL SEATTLE & ONLINE

Colm Tóibín is one of the most widely read writers in contemporary Irish literature. His best-known works include the novels *The Blackwater Lightship* (1999), *The Master* (2004), *Brooklyn* (2009), and *The Testament of Mary* (2012). His new novel *Long Island*, centers around a woman dealing with the fallout of a pregnancy caused by her husband's betrayal.



Cristina Rivera Garza & Javier Zamora FEBRUARY 24, 2026 | TOWN HALL SEATTLE & ONLINE

Cristina Rivera Garza is the award-winning author of *The Taiga Syndrome*, *The Iliac Crest*, *Death Takes Me*, and her memoir, *Liana's Invincible Summer*, won the Pulitzer Prize and was a finalist for the National Book Award. She joins Javier Zamora, a Pipil Salvadoran poet, activist, and author of *Nine Immigrant Years*, *Unaccompanied*, and *Solito: A Memoir*, for a night of transformative conversation.



Emma Straub APRIL 9, 2026 | TOWN HALL SEATTLE & ONLINE

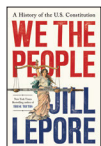
Emma Straub is the New York Times bestselling author of six books for adults: the novels *This Time Tomorrow*, *All Adults Here*, *The Vacationers*, *Modern Lovers*, *Laura Lamont's Life in Pictures*, and the short story collection *Other People We Married*. She is a Guggenheim Foundation Fellow and her work has been published in more than 20 languages. Emma and her husband own Books Are Magic, an independent bookstore in Brooklyn, New York.



Marlon James MAY 6, 2026 | TOWN HALL SEATTLE & ONLINE

Marlon James is a Jamaican writer who is the author of five novels: *John Crow's Devil*, *The Book of Night Women*, *A Brief History of Seven Killings*, which won him the 2015 Man Booker Prize. *Dark Star* trilogy is set against the backdrop of a mythical African landscape that chronicles the search for a missing child.

ENCORE SERIES



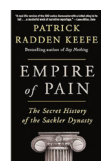
Jill Lepore SEPTEMBER 26, 2025 | TOWN HALL SEATTLE & ONLINE

Jill Lepore, *The New Yorker* staff writer since 2005 is author of books including *The Name of War*, which won a Bancroft Prize; *Book of Ages*, a finalist for the National Book Award; the international best-seller *These Truths: A History of the United States*. In *We the People*, Harvard professor of history and law, Jill Lepore offers a wholly new history of the Constitution. She is the host of the podcast, *The Last Archive*.



James McBride MARCH 3, 2026 | TOWN HALL SEATTLE & ONLINE

James McBride is an award-winning author, musician, and screenwriter. His debut novel, *Miracle at St. Anna*, was turned into a 2008 film by Oscar-winning writer and director Spike Lee. *The Heaven and Earth Grocery Store* is a portrait of a 1930's community of African Americans and Jewish immigrants living in Pottstown, PA.



Patrick Radden Keefe APRIL 22, 2026 | TOWN HALL SEATTLE & ONLINE

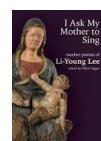
Patrick Radden Keefe is an award-winning staff writer at *The New Yorker* magazine and author of the New York Times bestsellers *Rogues*, *Empire of Pain* and *Say Nothing*, which received the National Book Critics Circle Award for Nonfiction, and was selected by the New York Times as one of the “20 Best Books of the 21st Century” (also adapted as a FX limited series on Hulu). He’s also the writer and host of *Wind of Change*, an 8-part podcast.



Tommy Orange MAY 21, 2026 | TOWN HALL SEATTLE & ONLINE

Tommy Orange's first book, *There There*, was a finalist for the 2019 Pulitzer Prize and received the 2019 American Book Award. His newest work, *Wandering Stars*, conjures the ancestors of the family readers first fell in love with in *There There*, asking what it means to be the children and grandchildren of massacre. He is an enrolled member of the Cheyenne and Arapaho Tribes of Oklahoma.

POETRY SERIES



Li-Young Lee NOVEMBER 3, 2025 | RAINIER ARTS CENTER & ONLINE

Li-Young Lee is a poet and the author of works including *The Invention of the Darling* and *The Undressing*, and is the winner of the 2024 Ruth Lilly Poetry Prize. Lee’s poetry is influenced by the mystical, spiritual, and philosophical, and especially by the classical Chinese poets Li Bai and Du Fu.



aja monet FEBRUARY 5, 2026 | RAINIER ARTS CENTER & ONLINE

Surrealist blues poet and Grammy Award nominee aja monet is the author of the collections *My Mother Was a Freedom Fighter* and *Florida Water*. In *Florida Water*, each poem is an artifact—an offering from her time spent wading through the rising tides of climate change, heartbreak, and systemic violence.

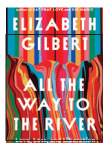


Emily Wilson MAY 12, 2026 | TOWN HALL SEATTLE & ONLINE

Emily Wilson is a revelatory classicist whose translations of the Homeric epics *The Iliad* and *The Odyssey* have been dubbed instant cultural landmarks. Wilson's translation of Homer's *Iliad* is a modern, accessible, and powerful rendition of the epic poem.

COMMUNITY CURATED SERIES: WITH COLLEEN ECHOHAWK!

Colleen Echohawk is a born organizer, change-maker, and leader with over twenty years' experience championing Seattle's Native and at-risk populations.



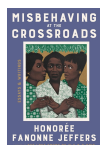
Elizabeth Gilbert OCTOBER 20, 2025 | TOWN HALL SEATTLE & ONLINE

Elizabeth Gilbert is the author of ten books — including *Eat Pray Love* and *Big Magic: Creative Living Beyond Fear* — which altogether have sold over 25 million copies worldwide. *All the Way to the River* is a landmark memoir — about love and loss, addiction and recovery, grief and liberation.



Padma Lakshmi NOVEMBER 18, 2025 | BENAROYA HALL & ONLINE

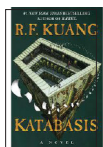
Padma Parvati Lakshmi is an Emmy-nominated TV host of Bravo's *Top Chef*, and the creator and executive producer of the upcoming CBS cooking competition series, *America's Culinary Cup*. In *All American*, she writes a love letter to the people who create and evolve American cuisine every day, and to the foods that give America its vibrant palate.



Honorée Fanonne Jeffers JANUARY 27, 2026 | TOWN HALL SEATTLE & ONLINE

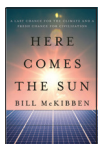
Honorée Fanonne Jeffers is the New York Times-bestselling, National Book Award-nominated author of *The Love Songs of W.E.B. Du Bois* and *The Age of Phillis* makes her nonfiction debut with *Misbehaving at the Crossroads* - this personal and thought-provoking work that explores the journeys and possibilities of Black women throughout American history and in contemporary times.

SAL PRESENTS



R.F. Kuang SEPTEMBER 12, 2025 | TOWN HALL SEATTLE & ONLINE

R.F. Kuang is the award-winning, #1 New York Times and #1 Sunday Times bestselling author of *The Poppy War* trilogy, *Babel*, *An Arcane History*, and *Yellowface*. Her upcoming book, *Katabasis* details two graduate students who must set aside their rivalry and journey to Hell to save their professor's soul.



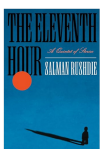
Bill McKibben SEPTEMBER 16, 2025 | TOWN HALL SEATTLE & ONLINE

Bill McKibben is founder of Third Act, which organizes people over the age of 60 for action on climate and justice. His 1989 book *The End of Nature* is regarded as the first book for a general audience about climate change and has appeared in 24 languages. Now with *Here Comes the Sun* he provides a call to harness the power of the sun and rewrite our scientific, economic, and political future.



Patti Smith NOVEMBER 9, 2025 | MEANY HALL & ONLINE

Patti Smith is the author of *Just Kids*, which won the National Book Award in 2010, and of *M Train*, as well as numerous collections of poetry and essays. Her seminal album *Horses* has been hailed as one of the top 100 albums of all time. She was inducted into the Rock and Roll Hall of Fame in 2007. Her memoir, *Bread of Angels*, takes us through her teenage years when the first glimmers of art and romance take hold.



Salman Rushdie DECEMBER 2, 2025 | BENAROYA HALL & ONLINE

Salman Rushdie is the author of fifteen previous novels, including *Midnight's Children* (for which he won the Booker Prize and the Best of the Booker), *Shame*, *The Satanic Verses*, *The Moor's Last Sigh*, and *Quichotte*, all of which have been shortlisted for the Booker Prize. *The Eleventh Hour* is a spellbinding exploration of life, death, and what comes into focus at the proverbial eleventh hour of life.



Stephen Graham Jones MARCH 30, 2026 | TOWN HALL SEATTLE & ONLINE








Stephen Graham Jones is a Blackfeet Native American author of experimental fiction, horror fiction, crime fiction, and science fiction. A New York Times bestselling author of over thirty-five, his works include the horror novels *The Only Good Indians*, *My Heart Is a Chainsaw*, and *Night of the Mannequins*. In *The Buffalo Hunter* he traces the life of a vampire who haunts the fields of the Blackfeet reservation looking for justice.

Seattle Arts & Lectures Event Sponsorship Benefits 2025/26

	<i>Special Event Magnum Opus</i>	<i>Magnum Opus</i>	<i>Opus</i>	<i>Novella</i>	<i>Essay</i>	<i>Haiku</i>
	\$20,000	\$15,000	\$12,500	\$7,500	\$3,000	\$1,250
Number of Complimentary In-Person Patron Tickets with associated Books	46	34	20	10	4	2
Number of Virtual Tickets	52	52	40	20	12	6
Benaroya Hall - Large Capacity / Celebrity Special Event (designated events only)	✓	Not available	Not available			
Exclusivity at this Sponsorship Level (One Sponsor at this level Per Event)	✓	✓	✓			
Private pre-event reception for 20 guests	✓	✓	✓			
Reserved seating for sponsorship guests	✓	✓	✓	✓		
Logo in SAL Season Brochure (if confirmed by 6/20/25)	✓	✓	✓			
Name mentioned in select event-specific advertising	✓	✓	✓			
Logo in digital event program & onscreen preceding virtual event	✓	✓	✓			
Logo and link on event page on SAL website, and in event-related emails	✓	✓	✓	✓		
Mention in event-related SAL e-news	✓	✓	✓	✓	✓	✓
Name and link in event emails, and on SAL Website	✓	✓	✓	✓	✓	✓
Recognition in select event publicity	✓	✓	✓	✓	✓	✓
Acknowledgement from the stage	✓	✓	✓	✓	✓	✓
Opportunity to have lobby info table (in-person event only) with five weeks advance notice	✓	✓	✓	✓	✓	✓
Recognition in SAL Annual Report & on SAL website: lectures.org	✓	✓	✓	✓	✓	✓
<i>Fair Market Value of In-Person Ticket \$80</i>	\$2,400	\$1,600	\$1,600	\$800	\$480	\$160
<i>Fair Market Value of Digital Ticket \$25</i>	\$1,250	\$1,000	\$1,000	\$500	\$300	\$100
<i>Fair Market Value of Reception Food and Beverage</i>	\$1,500	\$1,250	\$1,250	\$0	\$0	\$0
Total FMV*	\$5,150	\$3,850	\$3,850	\$1,300	\$780	\$260
Total Contribution less Goods and Services	\$14,850	\$11,150	\$8,650	\$6,200	\$2,200	\$990

*FMV may vary if there is a book associated with the ticket - and with that book's cost.

Seattle Arts & Lectures Series Sponsorship Benefits 2025/26

	Series Sponsorship Contribution	Events in series	In-person tickets for sponsor	Digital Tickets for Sponsor	FMV of Sponsorship	Benefit Notes & Highlights
 Literary Arts Series Sponsor	 \$7,800.00	all	4 Patron tickets to all events	10 digital tickets to all events	\$7,800	SAL's flagship series, crosses boundaries and genres. Mentions from the stage during the season.
 Community Curated Series Sponsor	 \$3,900.00	3	10 Patron tickets to 3 events (30 total)	20 digital tickets to 3 events (60 total)	\$3,900	Specific audience, focused subject matter, this season's series— with Colleen Echohawk!
 Poetry Series Sponsor	\$12,000.00	3	10 Patron tickets to 3 events (30 total)	20 digital tickets to 3 events (60 total)	\$3,900	Close to SAL's mission, some of the best poets of our time. Poetry events are at Town Hall, Seattle.
 Encore Series Sponsor	 \$3,900.00	4	10 Patron tickets to 4 events (40 total)	20 digital tickets to 4 events (80 total)	\$3,900	Beloved SAL authors return to Seattle stages.

“Seattle Arts & Lectures cultivates transformative experiences through story and language with readers and writers of all generations.”



Other Sponsorship Opportunities & Ways to Support



PODCAST: SAL/ON AIR

SAL/on air is a literary podcast featuring the best author talks from across SAL's thirty-seven years of programming (12,500+ plays), featuring authors like **Bonnie Garmus**, **Robin Wall Kimmerer**, and **Ta-Nehisi Coates**. \$3,500 Season sponsorship (mention in each episode during the 2025/2026 Season), \$600 Episode sponsorship.



THE SAL GALA

Our **March 21, 2026** gala will raise over \$600,000 to cultivate transformative literary experiences with our community. As a gala sponsor, **you will enjoy visibility with SAL's 45,000 patrons**—including **500+ business and philanthropic leaders** at our fundraiser. Sponsorships provide the unique opportunity to connect with SAL's community, in one of the top literary cities in the world, and to show your support of the literary arts and youth writing.



SUPPORT YOUTH VOICES: CELEBRATING 30 YEARS!

Our Writers in the Schools will **serve over 6,000 area public school students** at a **minimum of 37 schools and two Seattle Children's Hospital sites**. Six of these schools (in 2024-25) are part of WITS Rewritten, our pilot program that brings WITS to schools that serve students with the least access to the arts, at no cost to the schools. The remaining schools are, and always have been, highly subsidized by charitable contributions, raised by SAL. **SAL provides over 75% of the hard costs for WITS residencies**—and we can do so through charitable donations. Sponsor a table at our fall **WITS Fundraiser** on **Oct 17** at the Edgewater Hotel.

ANNUAL SUMMER BOOK BINGO

Our **free** Summer Book Bingo program, in **partnership with Seattle Public Library**, engaged over **2,000 youth and adults in our community** to read 23,000 books! Book Bingo boards were available in English and Spanish, and could be downloaded from our website or picked up at SPL branches.

Sponsorships start at \$1,250 and range to \$10,000.

SAL believes that reading, writing, and creative thinking are indispensable to a curious, engaged, democratic society.

While the true cost of a ticket to a SAL event is \$80, our goal is to make these experiences available to as many people as possible, regardless of economic circumstances—which is why we offer low-cost ticket options at SAL, again, made possible through corporate, foundation, and individual charitable support.

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2025/26 Season Calendar

FALL 2025

SEP 12, 2025	R.F. Kuang SAL PRESENTS	Town Hall Seattle—The Great Hall
SEP 16, 2025	Bill McKibben SAL PRESENTS	Town Hall Seattle—The Great Hall
SEP 18, 2025	Arundhati Roy LITERARY ARTS SERIES	Meany Hall
SEP 26, 2025	Jill Lepore ENCORE SERIES	Town Hall Seattle—The Great Hall
OCT 17, 2025	Writers in School BACK-TO-SCHOOL LUNCHEON	The Edgewater Hotel
OCT 20, 2025	Elizabeth Gilbert CCS	Town Hall Seattle—The Great Hall
OCT 26, 2025	Timothy Snyder LITERARY ARTS SERIES	Benaroya Hall
NOV 3, 2025	Li-Young Lee POETRY SERIES	Rainier Arts Center
NOV 9, 2025	Patti Smith SAL PRESENTS	Meany Hall
NOV 18, 2026	Padma Lakshmi CCS	Benaroya Hall
DEC 2, 2025	Salman Rushdie SAL PRESENTS	Benaroya Hall

WINTER 2026

JAN 13, 2026	Colm Tóibín LITERARY ARTS SERIES	Town Hall Seattle—The Great Hall
JAN 27, 2026	Honore'e Fanonne Jeffers CCS	Town Hall Seattle—The Great Hall
FEB 5, 2026	aja monet POETRY SERIES	Rainier Arts Center
FEB 24, 2026	Cristina Rivera Garza & Javier Zamora LITERARY ARTS SERIES	Town Hall Seattle—The Great Hall
MAR 3, 2026	James McBride ENCORE SERIES	Town Hall Seattle—The Great Hall



2025/26 Season Calendar

SPRING 2026

MAR 21, 2026	The SAL Gala: Words Bloom 2026	Seattle Convention Center
MAR 30, 2026	Stephen Graham Jones SAL PRESENTS	Town Hall Seattle—The Great Hall
APR 22, 2026	Patrick Radden Keefe ENCORE SERIES	Meany Hall
MAY 6, 2026	Marlon James LITERARY ARTS SERIES	Town Hall Seattle—The Great Hall
MAY 12, 2026	Emily Wilson POETRY SERIES	Town Hall Seattle—The Great Hall
MAY 21, 2026	Tommy Orange ENCORE SERIES	Town Hall Seattle—The Great Hall

