

# 2021/22 Sponsorship Opportunities



**“SAL is one of the most intellectually engaging and vibrant institutions in Seattle.”**

— SAL Patron

For over **30 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 conversations to engage and inspire readers and writers of all generations in our community and beyond. Last season about **36,000** people attended our digital events. For our 21/22 season, we'll hold in-person events at **Benaroya Hall, Town Hall, and Hugo House**, and all events will be presented online.

SAL events provide opportunities for **prominent logo placement, broad visibility** within your regional market, **engaging client experiences**, and the **opportunity to be a regional champion** for youth literacy and the literary arts in one of the most well-read communities in the nation.

## OUR EVENTS ENGAGE AUDIENCES WHO:

- Live primarily in **King County**
- Are between the ages of **35 to 65** (67%)
- Are highly educated with **4-year and post-graduate degrees** (93%)
- And have household incomes of **\$75,000 and higher** (69%)

Our **2021/22 Season** will showcase our **Literary Arts, Poetry, Women You Need to Know (WYNK), Journalism** series as well as **SAL Presents**. Our in-person events welcome diverse audiences of 250-2,500 people—and now, **with virtual events, can reach far more!** We look forward to working with you to create a sponsor package designed to meet your marketing, philanthropic, and business development goals.

## Sponsorship Opportunities

	OPUS \$10,000 1 PER EVENT 20 PATRON TICKETS 40 DIGITAL PASSES	NOVELLA \$5,000 10 PATRON TICKETS 20 DIGITAL PASSES	ESSAY \$2,500 6 PATRON TICKETS 12 DIGITAL PASSES	HAIKU \$1,000 2 PATRON TICKETS 4 DIGITAL PASSES
Reserved Grand Patron seating for sponsorship guests and a ticket link to virtual component	●			
Private backstage reception for 20 (via Zoom for virtual events) <small>FOR EVENTS IN LARGER HALLS, AUTHOR PARTICIPATION DEPENDENT ON AVAILABILITY.</small>	●			
Logo in SAL 2021/22 Season Brochure <small>IF CONFIRMED BY 6/15/21; MAILED TO OVER 20,000 HOUSEHOLDS</small>	●			
Name mentioned in major event-specific advertising <small>IF ADVERTISING IS USED AND SPACE ALLOWS</small>	●			
Premier listing on printed event program cover and onscreen in virtual component	●			
Opportunity for SAL e-news or blog feature	●			
Logo and link on event page on SAL website	●	●		
Logo and link in all event emails <small>AVG. OPEN RATE 62%</small>	●	●		
Recognition in select event publicity <small>SAL E-NEWS (20,000+ SUBSCRIBERS), FACEBOOK (13,000+ FOLLOWERS), INSTAGRAM (4,800+ FOLLOWERS), TWITTER (4,100+ FOLLOWERS)</small>	●	●		
Acknowledgement from the stage and in virtual component	●	●	●	
Opportunity to have lobby info table at event (in-person events) <small>TABLE TO BE RESERVED ONE WEEK BEFORE EVENT</small>	●	●	●	
Opportunity to attend VIP pre-event Happy Hour (in-person events)	●	●	●	●
Name and link on event page of SAL website	●	●	●	●
Recognition in SAL 2021/22 Season Brochure <small>IF CONFIRMED BY 6/15/21</small>	●	●	●	●
Name on event program cover and onscreen in virtual program in order of sponsorship level	●	●	●	●
Recognition in SAL Annual Report and on SAL website: lectures.org	●	●	●	●

**CONTACT** SAL Events & Corporate Giving Manager Leanne Skooglund at **206-621-2230 x17** or **lskooglund@lectures.org**

# 2021/22 Sponsorship Opportunities



## CONTACT INFORMATION

COMPANY NAME

CONTACT EMAIL ADDRESS

ADDRESS

CONTACT PERSON

CONTACT PHONE NUMBER

CITY/STATE/ZIP

## SPONSORSHIP PACKAGES

- \$15,000** Opus+ Sponsor  
(includes **30 reserved Grand Patron seats & a promotional piece inserted in program** - SAL to provide production and deadline specifications)
- \$10,000** Opus Sponsor
- \$7,500** Novella+ Sponsor  
(includes **10 reserved Grand Patron seats** for sponsorship guests)
- \$5,000** Novella Sponsor
- \$2,500** Essay Sponsor
- \$1,000** Haiku Sponsor

## THANK YOU FOR YOUR SUPPORT

We will follow up shortly with a sponsor contract for you to sign and return at your earliest convenience. Please send your high-resolution color and black-and-white logos (.png or vector preferred) to Leanne Skooglund at [lskooglund@lectures.org](mailto:lskooglund@lectures.org).

## PAYMENT INFORMATION

- Please send me an invoice
- I have enclosed a check payable to **SEATTLE ARTS & LECTURES**
- Please charge my credit card

### CARD TYPE

- VISA
- MC
- AMEX
- DISCOVER

### CARD NUMBER

EXPIRATION DATE

SECURITY CODE

\$

### TOTAL SPONSORSHIP COST

SIGNATURE