

2023-2024 SPONSORSHIP OPPORTUNITIES

For 36 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. Last season about 36,000 people attended our digital events.

For our 23/24 season, we'll hold in-person events at **Town Hall, Benaroya Hall, Rainier Valley Cultural Center, 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.

SAL 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 2023/24 Season will showcase our Literary Arts, Poetry Series, a new Encore Series, our Community-Curated 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.

ONE SPONSORSHIP DOES NOT FIT ALL

If these pandemic years have taught us anything - it's that different people, and communities, want different things. SAL is committed to ongoing virtual programming, and 2023-2024 will be entirely streamable. We invite you to choose how you'd most like to use your ticket benefit. Some sponsors love sharing SAL's one-of-a-kind in-person experiences as client appreciation and cultivation. Others prefer to log on and experience SAL writers with their colleagues as professional development or appreciation - and find in-person events harder to organize and attend. Others want to share their message and brand with new audiences - and want the wider community to know that they're invested in forward thinking ideas, creativity, and community-building through the arts. This year we are offering Sponsors a new chance to build their sponsorship with the benefits they value most.

EVENT SPONSORSHIP OPPORTUNITIES

	Sponsorship Level and cost					
Seattle Arts & Lectures Sponsorship Benefits 2023-24	Special Event - Magnum Opus	Magnum Opus	Opus	Novella	Essay	Haiku
	\$20,000	\$15,000	\$12,500	\$7,500	\$3,000	\$1,250
<i>Number of Complimentary In-Person Patron Tickets</i>	30	20	20	10	6	2
<i>Number of Virtual Tickets</i>	50	40	40	20	12	4
Benaroya Hall - Large Capacity / Celebrity Special Event	✓	✓	Not available			
Post-event dinner or drink with the author (contingent on author availability)	✓	✓				
Exclusivity at this Sponsorship Level (One Sponsor at this level Per Event)	✓	✓	✓			
Opportunity for an insert in our Season Brochure mailing	✓	✓	✓			
Private pre-event reception for 20 guests	✓	✓	✓			
Reserved Patron seating for sponsorship guests	✓	✓	✓			
Logo in SAL Season Brochure (if confirmed by 6/15/23)	✓	✓	✓	✓		
Name mentioned in major event-specific advertising	✓	✓	✓	✓		
Logo on event program & onscreen in virtual component	✓	✓	✓	✓	✓	
Opportunity for SAL e-news or blog feature	✓	✓	✓	✓	✓	
Logo & link on event page on SAL website	✓	✓	✓	✓	✓	
Logo & link in all event emails	✓	✓	✓	✓	✓	
Recognition in select event publicity	✓	✓	✓	✓	✓	✓
Acknowledgement from the stage & in virtual component.	✓	✓	✓	✓	✓	✓
Opportunity to have lobby info table (in-person event only)	✓	✓	✓	✓	✓	✓
Name & link on event page of SAL website	✓	✓	✓	✓	✓	✓
Recognition in SAL Annual Report & on SAL website: lectures.org	✓	✓	✓	✓	✓	✓
Fair Market Value of In-Person Ticket \$80	\$2,400	\$1,600	\$1,600	\$800	\$480	\$160
Fair Market Value of Digital Ticket \$25	\$1,250	\$1,000	\$1,000	\$500	\$300	\$100
Fair Market Value of Reception Food and Beverage	\$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	\$2,220	\$990
*FMV may vary if there is a book associated with the ticket - and with that book's cost.						

OTHER OPPORTUNITIES



Partner with SAL this season in initiatives, publications, special events and awards

PROWDA LITERARY CHAMPION AWARD

Since 2014, The Prowda Literary Champion Award, selected by a group of literary visionaries, has celebrated the individuals and organizations that make Seattle an outstanding place for writers and readers.

The Prowda Literary Champion Award is named for Sherry Prowda, SAL's founder and first Executive Director. It was created to honor Prowda's vision of a future in which imaginative acts such as reading, writing, and creative thinking are indispensable to a curious, engaged, democratic society, and her leadership as a champion of the literary arts.

\$15,000

Podcast: SAL/on air



SAL/on air is a literary podcast featuring the best author talks from over thirty years of Seattle Arts & Lectures' programming.

\$300 per episode
\$3000 for 2023/24 season

PROLOGUE SPONSOR

This special sponsorship provides books to our "Pay What You Can" ticket holders. We believe that reading, writing, and creative thinking are indispensable to a curious, engaged, democratic society. Our goal is to make SAL experiences available to as many people as possible, regardless of economic circumstances.

\$2500

ANTHOLOGY SPONSOR - WITS

Each anthology showcases creative writing by elementary, middle, and high school students from sites working with the Writers in the Schools program during the school year. Books are mailed to participating students, classrooms, and school libraries, and available for purchase on SAL's website. Proceeds of book sales go towards SAL's Youth Programs.

\$2500

WRITERS IN THE SCHOOLS - FALL CAMPAIGN

Be a sponsor for our Fall fundraiser to support Writers in the Schools. As a sponsor, you will enjoy visibility with attendees and SAL's more than 24,000 patrons. A sponsorship provides you with the unique opportunity to connect with the Puget Sound community – one of the top literary and most well-read areas in the country, according to multiple national rankings – by showing your support for the literary arts and youth literacy.

\$1000 - \$20,000 (Multiple levels available)

LEARN MORE

Contact SAL Development Director Betsey Brock at bbrock@lectures.org to learn about flexible sponsorship benefits this season.