

SOUTHERN CALIFORNIA WRITERS' CONFERENCE

S A N D I E G O

San Diego 2012 Sponsorship Program

Celebrating its 26th year, the SCWC is renowned as one of the premier conferences for creative writers in the United States, having facilitated **nearly \$4 million in first-time authors' book and screen deals**. With conferees attending from around the world, sponsors of our San Diego event benefit directly from their support through a number of packages available, all of which are entirely customizable to best serve your goals.

It's easy to support the SCWC:

1. Become a Package Sponsor

Starting at \$1,500, the SCWC Publisher, Editor and Author Sponsorship Packages enable us to devote more resources to acquiring top-level publishers, editors and agents to lend their expertise to conferees. Package sponsorship generates maximum exposure for sponsors, extending from 1-year prime logo/hyperlink promotion placement on the popular SCWC website and SCWC community blog, along with inclusion in print advertising and additional promotional materials, to trade space and signage/banner presence at the San Diego event.

2. Sponsor an Individual Session or Keynote Speaker

With a sponsorship of as little as \$250 for a single workshop or \$1,000 for a keynote speaker, we're able to secure an even greater mix of new and accomplished authors from around the U.S. to share their insight and experience.

3. Host an SCWC Networking Mixer

Drinking, eating and forging vital relationships with like-minded authors, agents and publishers—if that don't make for a good and memorable time for writers, nothing will. Sponsorship is \$2,500.

4. Sponsor a Student or Aspiring Author

While we strive to keep tuition costs both affordable and competitive to ensure that aspiring authors of low- or limited-income can take full advantage of conference opportunities, for some it simply is too difficult to afford the full weekend event. At only \$500 you can sponsor a conferee (of our choosing) and bolster the prospects of yet another SCWC publishing success.

5. Be an In-Kind Sponsor

From program printing to display advertising and goodie bag supplements to bottled water and other refreshments, there's little that isn't welcomed to make the SCWC the best and most positively memorable experience for conferees and staff. Please let us know what services or support you'd like to provide to help us further help writers.

For more information or to discuss sponsorship opportunities:

Contact Michael Steven Gregory at msg@WritersConference.com or (619) 303-8185

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San Diego 2012 Sponsorship Opportunities

❑ Publisher Package – \$7,500 (1 available)

- A Workshop Track and Evening Banquet with Keynote Speaker Address designated as sponsored by you or your company
- Your brochure/flyer inserted into conferee goodie bags
- Your company logo and hyperlink featured prominently as both a “jacket ad” (140 x 190 px.) and “bucket ad” (140 x 140 px.) on the SCWC website for one year
- Exhibition space to showcase your services or product each day of the conference
- Your company signage/banner displayed at conference
- 4 x Full Conference badges entitling you and a guest to attend all workshops and events

❑ Editor Package – \$4,500 (2 available)

- A Workshop Track and Breakfast designated as sponsored by you or your company
- Your brochure/flyer inserted into conferee goodie bags
- Your company logo and hyperlink featured prominently as both a “jacket ad” (140 x 190 px.) and “bucket ad” (140 x 140 px.) on the SCWC website for one year
- Exhibition space to showcase your services or product each day of the conference
- Your company signage/banner displayed at conference
- 2 x Full Conference badges entitling you and a guest to attend all workshops and events

❑ Author Package – \$1,500 (4 available)

- A Workshop Track designated as sponsored by you or your company
- Your brochure/flyer inserted into conferee goodie bags
- Your company logo and hyperlink featured prominently as a “bucket ad” (140 x 140 px.) on the SCWC website for one year
- Exhibition space to showcase your services or product each day of the conference
- Your company signage/banner displayed at conference
- 1 x Full Conference badge entitling you to attend all workshops and events

❑ Bibliophile Select

- Host a networking mixer - **\$2,500** (2 available)
- Sponsor a keynote speaker – **\$1,000** (3 available)
- Provide a scholarship - **\$500**
- Sponsor an individual session - **\$250**

❑ In-Kind Sponsor

The SCWC welcomes practical items and services that enable us to sustain the quality of each event. In particular, printing, display advertising, writing publications, bookstore gift cards—any and all are great ways to support the conference’s efforts to help more writers obtain publishing success.

Both Bibliophile and In-Kind Sponsors receive company logo/hyperlink placement on the SCWC website and SCWC blog, along with recognition in conference-related materials.