



# Sponsor the Muse 2019

GrubStreet's National Conference for Writers

April 5-7<sup>th</sup> @ the Boston Park Plaza Hotel

GrubStreet's annual Muse and the Marketplace is the nation's premier writing conference for writers, authors, literary agents, publishers, and industry professionals. Each year, the conference attracts 800+ people from across the country for an inspiring 3 days of professional development and literary inquiry.

Sponsoring the Muse 2019 gets your name in front of publishing industry innovators and leaders, as well as authors actively seeking author-centric services. The presenters and attendees at the Muse are *the* people you want access to: established and emerging voices with significant platforms, whose opinions are shaping the literary landscape.

## Who Comes?

Over 900+ established and emerging writers and publishing professionals, including:

- Aspiring writers who are serious about their craft and poised to publish
- Literary agents
- Editors, from major publishing houses and leading small presses
- Publishing Industry experts and innovators
- Thought leaders in the digital publishing space
- Renowned authors
- Booksellers
- Freelance editors and book designers
- Marketing professionals
- Non-profit literary arts centers from around the nation
- Literary magazine editors and publishers
- Freelance journalists
- Social media professionals
- MFA program representatives



**\*\*\*EARLY BIRD DISCOUNT\*\*\***

**5% off if you pledge your sponsorship by December 31st, 2018.**

For sponsorship information, contact Sonya Larson, Muse Director  
(617) 695-0075 or [sonya@grubstreet.org](mailto:sonya@grubstreet.org)

## Who Else Sponsors?

Past sponsors and funders include:

- Amazon, WBUR, The Authors Guild, IBPA, Houghton Mifflin Harcourt, Ingram Spark, Poets & Writers Magazine, Ploughshares, Radio Book Group, Clear Channel Media, Kobo, Vook, Publish, NOOK Press, Pubslush, Penguin Random House's Book Country, The National Endowment for the Arts, The Massachusetts Cultural Council, UMass Boston, The Phoenix Media Group, Bookigee, the Bread Loaf Writers' Conference, the Calderwood Foundation, PEN New England, Harvard Book Store, Newtonville Books, Emerson College, Zachary Shuster Harmsworth Literary and Entertainment Agency, and many other schools, literary organizations, presses, publishers and agencies.

## Who Presents?

Past speakers include:

- Min Jin Lee, Jonathan Franzen, Chuck Palahniuk, Ann Patchett, Colum McCann, Julia Alvarez, Grace Paley, Charles Baxter, Susan Orlean, Angela Flournoy, Dennis Lehane, Aminatta Forna, Anita Shreve, Steven Pinker, Elizabeth Strout, Alice Hoffman, Celeste Ng, Tom Perrotta, Chimamanda Ngozi Adichie, Walter Mosley, Alexander Chee, and hundreds more.
- Literary agents including Janet Silver, Gail Hochman, Julie Barer, Alice Tasman, Dorian Karchmar; editors Amy Einhorn, Carole De Santi, Pamela Dorman, Tracy Sherrod, Kelly Link, Ladette Randolph (*Ploughshares*), and Benjamin Samuel (*Electric Literature*); industry experts including Patrick Brown of GoodReads, Neal Thompson of Amazon, Rachel Fershleiser of Tumblr, and Christine Munroe of Kobo.

## What's Happening in 2019?

- **Keynote speeches** with significant and nationally-established authors
- **130+ seminars with established and award-winning authors, agents and editors** from around the nation, spread over three days.
- **The 15<sup>th</sup> annual Manuscript Mart:** One-on-one meetings with prominent agents and editors who are actively seeking new talent. Publishers and agencies represented in 2010 will include William Morris Endeavor; The Book Group; Penguin Random House; Simon and Schuster; Holt; Grove Atlantic; Penguin Random House; Electric Literature; Kneerim, Williams, & Bloom; Jean V. Nagger Literary Agency; Janklow & Nesbit Associates; Sterling Lord; Curtis Brown; Folio Literary Management; Lippincott Massie McQuilkin; and Vast Entertainment, among many others.
- **Discussions on all aspects of publishing**, including publicity and promotion, large-market freelance publications, self-publishing, young adult publishing, and more.
- **Lit Lounge:** Networking opportunity for writers and publishing industry professionals each afternoon at the conference
- **Literary Trade Fair and Bookstore:** Representatives from various literary and other organizations at tables, interacting with conference participants and presenters.

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## Sponsorship Levels

Each of the sponsorship levels below is fully customizable with electives and add-ons described at the end of this section. \*Identifies marketing benefits beyond the conference

Sponsorship Level	Starting Price	Waived Registrations	Speaking Opportunity	Exhibitor Table	Printed Program Ad	Website Ad	Facebook Feature	Twitter Feature	Logo Listing	VIP Party
Muse Keynote Sponsor	\$25,000	Completely customizable package that guarantees premier conference visibility								
Apostrophe Level	\$10,000	X	X		Full-page	X	X	X	X	X
Comma Level	\$5,000	X	X	X	Full-page	X	X	X	X	X
Semicolon Level	\$3,500	X	X	X	Half-page				X	X
Em-Dash Level	\$2,000	X		X	Half-page	X			X	X
Ellipsis Level	\$1,000			X	Quarter-page	X			X	X

### Keynote Sponsor (1 available) \$25,000

- Fully customizable marketing opportunities at the conference and year-round GrubStreet events and communications.

### Apostrophe Level (\$10,000)

- Branded Keynote Address, with opportunity to introduce presenter
- Exclusive Workshop for Sponsor's Employees (up to 20 people)\*
- Speaking Opportunity at the Muse and the Marketplace or other GrubStreet events throughout the year\*
- Sponsored Content on *GrubDaily* blog\*
- Pre- or Post-Conference Direct email to Grub Community (reach 15,000)\*
- Full-page ad in conference program
- 30-day button ad on *GrubDaily* (reach ~6,000)\*
- Button ad in daily Muse email to participants (reach 800+ attendees)
- Logo listing on selected marketing materials and conference website
- Opportunity to promote your events in GrubStreet's weekly email newsletter (reach 15,000)\*
- Access to VIP and special events during the conference, includes exclusive networking events with agents, authors and publishing industry leaders during two nights of the conference

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## Comma Level (\$5,000)

- Availability for sponsor employees to attend GrubStreet classes throughout the year\*
- Speaking Opportunity at the Muse and the Marketplace or other GrubStreet events throughout the year\*
- Sponsorship of “Muse” branded seminars throughout the year\*
- Full-page ad in conference program (reach 800+ attendees)
- 30-day button ad on *GrubDaily* (reach ~6,000)\*
- Button ad in daily Muse email to participants (reach 800+ attendees)
- Logo listing on selected marketing materials and conference website
- Opportunity to promote your events in GrubStreet’s weekly email newsletter (reach 15,000)\*
- Access to VIP and special events during the conference, includes exclusive networking events with agents, authors and publishing industry leaders during two nights of the conference

## Semicolon Level (\$3,500)

- Speaking Opportunity at the Muse and the Marketplace or other GrubStreet events throughout the year\*
- Sponsored Content on *GrubDaily* blog\*
- Sponsored Content during Muse daily emails
- Table Presence during three days of conference
- Half-page ad in conference program (reach 800+ attendees)
- 30-day button ad on *GrubDaily* (reach ~6,000)\*
- Button ad in daily Muse email to participants (reach 800+ attendees)
- Logo listing on selected marketing materials and conference website
- Opportunity to promote your events in GrubStreet’s weekly email newsletter (reach 15,000)\*
- Access to VIP and special events during the conference, includes exclusive networking events with agents, authors and publishing industry leaders during two nights of the conference

## Em-Dash Level (\$2,000)

- Sponsored Content on *GrubDaily* blog\*
- Table Presence during three days of conference
- Half-page ad in conference program (reach 800+ attendees)
- 30-day button ad on *GrubDaily* (reach ~6,000)\*
- Button ad in daily Muse email to participants (reach 800+ attendees)
- Logo listing on selected marketing materials and conference website
- Opportunity to promote your events in GrubStreet’s weekly email newsletter (reach 15,000)\*
- Access to VIP and special events during the conference, includes exclusive networking events with agents, authors and publishing industry leaders during two nights of the conference

## Ellipsis Level (\$1,000)

- Table Exhibition Space in the conference lobby
- Quarter-page ad in conference program (reach 800+ attendees)
- 30-day button ad on *GrubDaily* (reach ~6,000)\*
- Button ad in daily Muse email to participants (reach 800+ attendees)
- Logo listing on selected marketing materials and conference website
- Opportunity to promote your events in GrubStreet’s weekly email newsletter (reach 15,000)\*
- Access to VIP and special events during the conference, includes exclusive networking events with agents, authors and publishing industry leaders during two nights of the conference

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## Special Package Sponsorships

### MFA Program Package (\$3,000)

All the benefits of Em-Dash level package, plus:

- 2 waived registrations for your current MFA students or alumni, to staff your exhibitor table
- The potential opportunity for a faculty member or alumnus to lead a session

### Tech Sponsorship Package (\$5,000)

Tech companies may sponsor different services for writers at the conference, including:

- Wireless internet
- Audio/visual support of sessions
- Audio/visual support of keynote speech(es)
- Prominent signage will announce your sponsorship. You may also have an exhibitor table.

### Media Sponsorship Package (\$5,000)

- Prominent signage and naming in exchange for media promotions. Determined by negotiation.

## A La Carte Options

### Speaking Opportunity (\$2,500)

- Work with our Artistic Director to plan a 1-hour session that is appealing to attendees and to your topic of interest.
- Sessions accommodate up to 75 highly-targeted participants.
- Speaker must be approved by the Muse team.

### Table Exhibition Space in Conference Lobby (\$500)

- Table exhibits showcase sponsors as attendees register, pass between sessions and line up for lunch.
- Special table events can be publicized during pre-event communication.

### The Manuscript Mart (\$5,000)

- 350+ writers seeking to publish work attend this exclusive branch of the conference.
- 50+ Agents and editors from agencies in New York and New England, and publications across the country.
- Exposure includes table tops at every individual meeting, and special listings in the conference program and online.

### The Shop Talk Lunch (\$5,000)

- Exclusive branding opportunity for up to three lunch hours during the conference's sit-down lunches.
- Exposure includes tabletop material, and special listings in the conference program and website.

### The "Lit Lounge" Cocktail Reception: (\$3,500)

- At the end of the day, hundreds of participants and presenters for LitLounge: a time to socialize, network and exchange ideas from the day's sessions.
- Your sponsorship features exclusive naming rights to the LitLounge on Friday evening, which includes the opportunity to welcome guests in person, host an informational table, introduce guests to your company or recent work, and/or provide take-away materials. The LitLounge Sponsor will be the only sponsor in the room at the time.

### Sponsor a Featured Author: (\$1,000)

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- Our featured authors are established and emerging fiction and non-fiction writers from all over the country. Their books and teaching are highly influential.
- Receive a front-row seat in their session(s), a signed copy of their most recent book, and a meet-and-greet during the conference. Donors may name a specific author or GrubStreet will select one for you!

**Access to Advanced Students: (\$1,500)**

- Lead/visit seminar to our Novel Incubator and Memoir Incubator students and alumni.
- Special event led by Sponsor spokesperson to writers who have recently completed or are close to completion of a novel or book-length memoir.
- Incubator writers are working on projects geared toward imminent entrance into the market, and the program includes an agnostic introduction to the publishing world.

**Emerging Writer Scholarship Sponsorship (\$500-\$1,000)**

- Name a scholarship and help an emerging writer fulfill his or her career aspirations. We'll highlight your scholarship sponsorship in all conference materials.
- For \$500, an emerging writer will be able to attend one day of the conference; for \$1,000, they can attend the entire conference and participate in the Manuscript Mart.

**Sponsored Content in daily "News from the Muse" emails (\$1,500)**

- Daily emails during the conference have above average open and click rates, and reach all 800+ attendees
- Advertorials of 100 words containing practical advice for writers in addition to promoting your goods/services

**Lanyard Sponsorship: (\$1,500)**

- Lanyards worn by all attendees during three days of conference
- Sponsor name and logo on the lanyard for nametags and program

**Folder Sponsorship: (\$1,500)**

- Sponsor name and logo on conference folders
- Folders for attendees, editors, agents, and presenters contain all information for the conference

**Sponsorship of "Muse" branded seminars throughout the year (negotiable)**

- "Muse" branded GrubStreet programming expands and previews the content of the conference.
- Up to 12 GrubStreet seminars will mention sponsors on all marketing materials, including email (to 15,000 subscribers), social media (reach 10,000), and online listings

**Sponsor Employees or Group to attend GrubStreet classes throughout the year (negotiable)**

- Reward your employees with a free seminar. Multiple options throughout the year in fiction, memoir, creative nonfiction, poetry, screenwriting and more. Four open spots in select seminars throughout the year

**Exclusive Workshop for Sponsor's Employees (up to 20 people) (negotiable)**

- GrubStreet instructor will lead your employees in a team-building and culturally-rich writing workshop, perfect for rewarding employees, boosting morale and developing creative writing skills that have lasting effects for critical-thinking skills

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# Advertising Opportunities

## Print Ads in the Conference Program

Place a prominent ad in the conference's program, which is given to all 900 attendees, literary agents, and authors. It is THE main document they use to guide themselves through the conference all weekend.

## Print Ad Pricing

**Inside Front Cover:** \$2000, 7" wide by 9" tall.

**Inside Back Cover:** \$1000, 7" wide by 9" tall.

**Full-page Ad:** \$600, 7" wide by 9" tall.

**Half-page Ad:** \$350, 3.5" wide by 9" tall or 7" wide by 4.5" tall.

**Quarter-page Ad:** \$200, 3.25" x 4.25".



*Specs: Black and white, 300 dpi. No bleed. PDF, EPS, TIF, and JPG files are all accepted. Ads can be created or changed to meet press-ready standards and will be billed at the rate of \$75 per hour (20-minute minimum). Due by March 3rd, 2017.*

## Website Ads

GrubStreet's website and blog receive 200,000 unique visitors per quarter. Our blog also has an active subscription list of over 2,000 individuals. Display your banner ad or button on the blog section of GrubStreet's site.

## Web Pricing and Dimensions

Web Banners: \$1,000/month. *300 pixels x 900 pixels, PNG or JPG image, 72 dpi.*

Button Ads: \$350/month. *300 pixels x 300 pixels, PNG or JPG image, 72 dpi.*

## Sponsored Content

Advertorials: "Spreading the Love" is a weekly email newsletter sent out to GrubStreet's active 15,000 person mailing list. Your advertorial will be prominently placed in the middle of the other content, including reading suggestions and event listings. *100 words. GrubStreet can assist with editing content for maximum impact. Can include one image or logo, 200x200 pixels, JPG or PNG format. \$500.*

Sponsored posts: GrubStreet's blog reaches 2-5,000 readers per month, as well as an active subscription list of over 2,000. Sponsored posts are one of the most effective ways we've found of reaching our audience. *Posts can be 200-800 words in length and must contain practical tips and advice for writers in addition to advertising your goods and services. GrubStreet can assist with editing content for maximum impact. \$1000.*

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