

CONTACT US

The Muse & the Marketplace
muse@grubstreet.org
(617) 695-0075



AN ENHANCED WRITING RESIDENCY

SPONSOR MUSE 2021

Get 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 ATTENDS?

- 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

SPONSOR LEVELS

APOSTROPHE LEVEL

\$10,000

- Branded “Morning Wake-Up Calls” with star authors, with opportunity to introduce the presenter(s)
- 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*
- Exclusive 15-minute live info session, in which you can speak directly to all interested attendees about your organization
- Pre- or Post-Conference Direct email to Grub Community (reach 15,000)*
- Virtual Event Ad that features your logo and imagery that links attendees directly to your website or contact info. Details TK!
- 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)*

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*
- Exclusive 15-minute live info session, in which you can speak directly to all interested attendees about your organization
- Virtual Event Ad that features your logo and imagery that links attendees directly to your website or contact info. Details TK!
- 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)*

**Identifies marketing benefits beyond the conference*

SPONSOR LEVELS

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
- Exclusive 15-minute live info session, in which you can speak directly to all interested attendees about your organization
- Virtual Event Ad that features your logo and imagery that links attendees directly to your website or contact info. Details TK!
- 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)*

EM-DASH LEVEL \$2,000

- Sponsored Content on GrubDaily blog*
- Exclusive 15-minute live info session, in which you can speak directly to all interested attendees about your organization
- Virtual Event Ad that features your logo and imagery that links attendees directly to your website or contact info. Details TK!
- 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)*

ELLIPSIS LEVEL \$1,000

- Exclusive 15-minute live info session, in which you can speak directly to all interested attendees about your organization
- Virtual Event Ad that features your logo and imagery that links attendees directly to your website or contact info. Details TK!
- 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)*

**Identifies marketing benefits beyond the conference*

SPECIAL PACKAGES

MFA PROGRAMS \$3,000

- All the benefits of Em-Dash level package
- 2 waived registrations for your current MFA students or alumni
- The potential opportunity for a faculty member or alumnus to lead a session

MEDIA SPONSORS NEGOTIABLE

Prominent signage and naming in exchange for media promotions.

TECH SPONSORS \$5,000

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

- Audio/visual support of sessions, author visits, and attendee chat channels
- Prominent signage will announce your sponsorship.
- Exclusive 15-minute live info session, in which you can speak directly to all interested attendees about your organization

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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 200 highly-targeted participants.
- Speaker must be approved by the Muse team

THE MANUSCRIPT MART **\$4,000**

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

AGENT INFO SESSIONS **\$5,000**

- Hundreds of participants and agents will gather during two Agent Info Sessions during the conference, to learn directly about what particularly literary agents are seeking, and to network and exchange ideas.
- Your sponsorship features exclusive naming rights to the Agent Info Sessions, which includes the opportunity to welcome guests, introduce them to your company or recent work, and/or provide electronic handouts.

LIVE INFO SESSION **\$500**

- Exclusive 15-minute live info session, in which you can speak directly to all interested attendees about your organization

SURPRISE GIFTBOX SPONSOR **\$5,000**

- Every attendee will receive a “box of intrigue and fun,” mailed to their doorstep before the conference
- Brand the entire box with your organization’s name and logo, and include a flyer or brochure of your choice

MEET 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.

A LA CARTE OPTIONS

NEWSLETTER SPONSOR **\$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

GRUBSTREET CLASS ATTENDANCE **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 **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

SPONSOR A WRITER **\$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 \$250, an emerging writer will be able to attend one day of the conference; for \$500, they can attend the entire conference and participate in the Manuscript Mart.

YEAR-ROUND SEMINAR SPONSOR **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

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ADVERTISING OPPORTUNITIES

VIRTUAL EVENT ADS

Posts to the event homepage that feature your logo and imagery will lead attendees directly to your website. More details TK!

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 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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