

WILD WRITERS

LITERARY FESTIVAL

SPONSORSHIP 2023



a b o u t t h e
**WILD
WRITERS**
LITERARY FESTIVAL

The Wild Writers Literary Festival inspires through the written word: the 2023 program will combine a mix of readings and learning for aspiring writers and lovers of literature, in an entertaining and engaging way. A series of workshops will be presented by experts in their genre on subjects ranging from literary to general interest. Readings and mediated dialogue will inform and captivate audiences. In this package, you will learn more about the festival agenda, workshops, and our attendees.



a b o u t
the NEW QUARTERLY

The New Quarterly (TNQ) is a national award-winning magazine of Canadian fiction, poetry, and essays that has been publishing out of Waterloo, Ontario for 42 years. We nurture emerging writers by publishing and promoting their work alongside that of well-established writers. TNQ balances serious consideration of matters literary with playfulness and invention. Our writers have gone on to be nominated for Giller Prizes, Governor General Awards, Griffin Poetry Prizes, Writer's Trust Notable Author Awards, Journey Prizes, Commonwealth Prizes, National Magazine Awards, and more.

2023 WILD WRITERS LITERARY FESTIVAL DETAILS

ALICIA ELLIOTT & VINCENT LAM TO HEADLINE



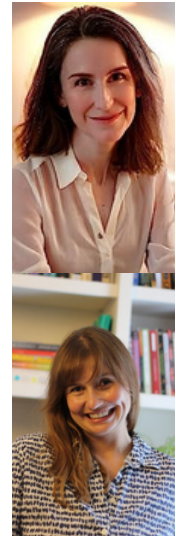
This year's festival will kick off with a conversation between best-selling and Giller Prize winning author Vincent Lam and RBC Taylor Emerging Writer Award Winner Alicia Elliott on Friday night.

THRILLING WILD WRITERS TO WATCH!



Amy Stuart, author of the bestselling *Still Mine* series, will read and discuss her latest thriller *A Death at the Party*.

Kyo Maclear will discuss her unforgettable memoir, *Unearthing: A Story of Tangled Love and Family Secrets*, that details how a DNA test revealed a family secret and the twists and turns that follow in its aftermath.



Jennifer Harris (top) and **Kate Jenks** (bottom) will become our first children's book authors at our festival, and will discuss the process behind their latest works *When You Were New* and *Beatrice and Barb*.

FOCUS ON WELLBEING



This year's festival will feature several events that focus on how creative writing and reading contribute to our wellbeing. Some of these events include:

- Writing for Mental Health
- Poetry as Essential for Wellbeing
- Risk-Taking and Creativity: A Poetry Writing Workshop

OUR YOUTH MASTERCLASS RETURNS



Local teens aged 13-18 will have the opportunity to work in a new genre called Solarpunk, which imagines a more sustainable future interconnected with nature and community with published writer and teacher Jerri Jerreat.

SPONSORSHIP OPPORTUNITIES

AT THE WILD WRITERS FESTIVAL



PROGRAM INVOLVEMENT

Plenary speaking opportunity



REGISTRATIONS

Complimentary festival passes

8 passes

6 passes

4 passes

2 passes

Complimentary brunch passes

4 passes

2 passes

2 passes

Invitation to Authors' Reception



Sponsorship table recognition at brunch



MARKETING

Logo recognition on festival website



Logo recognition on program and posters



On-site signage and promotional table during the festival



Advertisement in festival program

Full page

Full page

Half page

Quarter Page

Opportunity to set up promotional table at events



Mention in Thank You page in *The New Quarterly* magazine, print and digital edition (approximately 1100 paid subscribers & 4000 website visitors per month).



**The New Quarterly is a registered charity. Its CRA number is: 879825404RR0001*

SPONSORSHIP BENEFITS



Community Engagement

Engage in and foster a sense of community with Waterloo Region's literary population while establishing connections with writers, readers, and other stakeholders.



Reputation & Brand Recognition

Enhance your brand's reputation and attract a wider audience who appreciates your support for the arts.



Long-term Impact

Ensure the growth and success of our local literary community while fostering a future generation of influential and celebrated Canadian writers.



Nurturing Talent

Provide professional development opportunities for readers, writers, and arts professionals in Waterloo Region to nurture their full potential.



Fresh Perspectives

Access Canada's brightest literary talents and learn from their fresh and unique perspectives.

WILD WRITERS LITERARY FESTIVAL

EVENT SPONSORSHIP OPPORTUNITIES

AUTHORS' RECEPTION

Friday, October 27, 2023 at the Balsillie School of International Affairs

Give CanLit authors a warm welcome to Waterloo Region! The Authors' Reception is a chance for all festival authors to meet one another and share in the rare camaraderie of an authors' gathering. Honored guests and major donors will be invited. The reception is held in conjunction with the Opening Showcase Event at the CIGI Auditorium.

OPENING SHOWCASE

Friday, October 27, 2023 at the Centre for International Governance and Innovation

Kick off the festival weekend with Waterloo Region's most passionate readers and writers! The Opening Showcase is the first opportunity for readers and writers to come together and listen to Canada's brightest authors discuss their latest works. Featuring a moderated dialogue between award-winning authors Alicia Elliott and Vincent Lam, the showcase also features readings from *The New Quarterly's* annual writing contest winners.

WRITING FOR CHILDREN

Saturday, October 28, 2023 at the Balsillie School of International Affairs

Engage in the picture book writing process with experienced children's book authors Jennifer Harris and Kate Jenks. This hands-on workshop will cover the fundamentals when writing for children and provide insight on what editors expect from manuscripts. Writers will complete brainstorming activities and learn strategies to develop their craft.

POETRY FOR NON POETS: A WRITING WORKSHOP IN CREATIVITY AND RISK TAKING

Saturday, October 28, 2023 at the Balsillie School of International Affairs

Leap into the unknown in this poetry workshop designed for non poets. This workshop invites curious participants into a welcoming creative space where they can explore how writing can soothe the unknown. Led by experienced poet and facilitator, Ronna Bloom, no experience is necessary for this workshop.

WRITING A BETTER FUTURE FOR US: YOUTH MASTERCLASS

Saturday, October 28, 2023 at the Balsillie School of International Affairs

Give teens the opportunity to add new tools to their writing tool box at this year's Youth Masterclass. Teens from 13-18 years old are invited to imagine a more sustainable future interconnected with nature and community. Led by an experienced creative writing instructor and author, Jerri Jerreat, teens will explore a new genre called SolarPunk to research and imagine how we can succeed in the future, if we really work together.

LITERARY BRUNCH

Sunday, October 29, 2023

Join in on the insightful conversation between authors and readers at the festival's closing Literary Brunch. Guests enjoy a brunch buffet while authors speak candidly about the writer's process, the characters they've created, and the novels they love.

FRIDAY EVENTS

SATURDAY WORKSHOPS

SUNDAY EVENTS

