



Ways to sponsor

Mansfield Readers and Writers

Festival dates: 4 & 5 March 2023

A festival to celebrate storytelling in all its forms, and attract visitors from all over Australia

Why sponsor?

As well as supporting creative life in our community and contributing to wellbeing and positive mental health, there are real business benefits to sponsoring our festival. Reach a local, state and national audience whose values align with yours, raise your profile and benefit from product and service placement that you simply don't have access to in your regular marketing.



SPONSORSHIP LEVELS

Dinkus - up to \$500

A dinkus is a line of three asterisks (* * *) or other small shapes in the text of a book or article. It acts as a section break and is an important aid to help the reader move forward through the story. Dinkus level sponsorships provide essential funding to the festival and are a great way for readers and writers alike to show support.

Benefits

Listed in our program
A 'Thank you!' shout out in our social media
Dinkus discounts

Page - \$500

Is there anything like the joy of turning the page in a book we're enjoying? Page by page we take the journey with the characters, feel the suspense rising and our heart racing. Without its pages, a book doesn't have much substance at all. Page level sponsorship of the festival is just like a page in a book. Sponsorship at this level can pay the fees for a writer, or if you're dedicated to supporting local writers, our locals prize in our national short story competition is also looking for a sponsor.

Benefits

1/4 page in program
Your name on panel or local writers prize
Social media thank you

Chapter - \$1,000

Chapter by chapter, an author builds their story. Chapter by chapter, readers devour it. Chapters are the main divisions of a book. Chapter level sponsorship could cover the cost of running a festival panel or launch, or for even more exposure for your business, the first prize of our national short story competition is also looking for a sponsor.

Benefits

2 festival passes
2 tix to gala
Half page in program
Your name on an event or short story prize
Mini social campaign

Book - \$5,000

While not the only form of storytelling, a book is one of the most well-known and popular sources of reading pleasure. A book is complete in itself. It tells the whole story, creating a world which, if beautifully crafted, we never want to leave. Book level sponsorship could pay for our literary long lunch, help cover audio and visual costs or allow us to engage an amazing speaker for our gala event.

Benefits

4 festival passes
4 tix to gala
Full page in program
Name on key event
Full social media campaign and more

Library - \$10,000

This is the big one. A library holds thousands of books, is an essential hub for readers, writers and scholars and plays an important part in the literary life of a town. A library level sponsorship will help us focus on the creative side of running a festival, arranging amazing guests and venues, and pouring funding back into Mansfield and its businesses and community organisations. You'll get naming rights options and heaps of love.

Benefits

10 festival passes
6 tix to gala
Name on key event
Back cover of program
Full social media campaign and more

Contact

Tailored packages: If you'd like to sponsor the festival at chapter, book or library level, we'll work with you to tailor a benefits package that aligns with your business's marketing needs. Whether it's your pull up banners on stage, banner advertising on our virtual events and digital content, or even naming rights, we can build something bespoke for you that helps get your brand in front of new and existing customers and shine a spotlight on what your business offers.