
In the Community

Marketing Outreach

The Alice Munro Festival is unique, authentic, and has excellent programming; it is a compelling destination for writers, readers, and cultural tourists. In 2017 we will expand our target audience from a 200km radius to larger urban centres and the readers and book clubs centred there.

Community Outreach

The Alice Munro Festival is currently supported by local businesses through displays, special program and discounts, and sponsorships. As the Festival grows our partnerships will continue to benefit the community. The festival uses local suppliers and works to direct attendees to local businesses.

Support the Festival

If you love Alice's Work too... please celebrate with us and support the Alice Munro Festival of the Short Story. Charitable Receipts will be issued by the Municipality of North Huron.

Please direct your response to: `

Alice Munro Festival of the Short Story
c/o Box 90, Wingham N0G 2W0

Alice Munro Festival of the Short Story

OUR MISSION

Our mission is to nurture emerging writers and to celebrate short stories in the landscape that inspired Alice Munro.

FESTIVAL GOALS

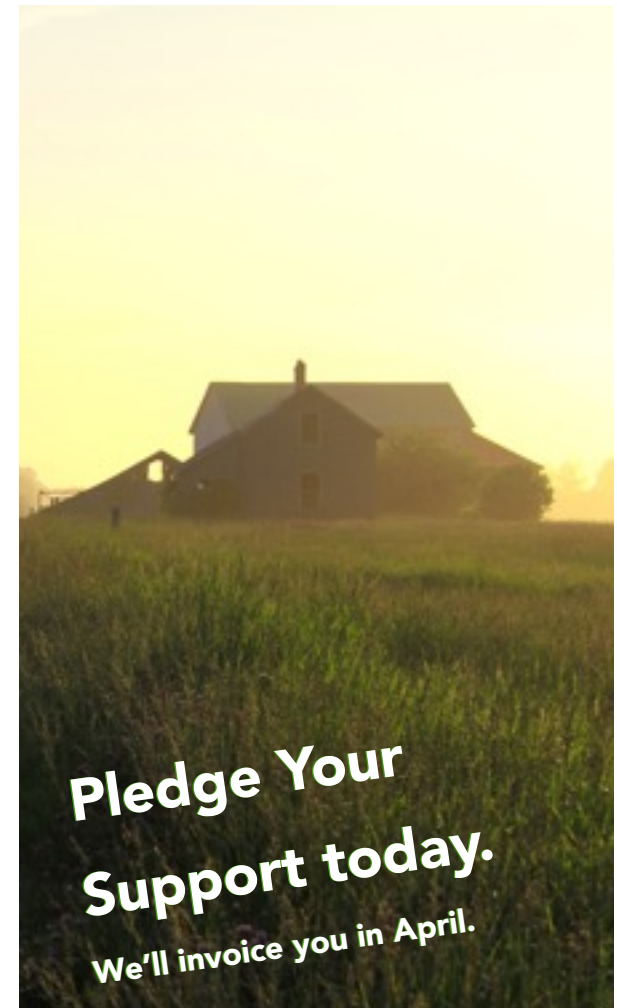
- to nurture literary expression in emerging writers of short fiction
- to provide opportunities for emerging writers to showcase their work and to work with professional authors
- to honour the work of Alice Munro
- to promote reading and the appreciation of the literary arts
- to foster literacy and creative writing skills in people of all ages, interests, and background
- to foster participation in cultural life in Huron County
- to put the County of Huron – Alice Munro Country – on Canada's literary map

www.alicemunrofestival.ca

Alice Munro Festival of the Short Story

LECTURES, WORKSHOPS,
MODERATED DISCUSSIONS,
READINGS

June 2-4, 2017



Sponsor Benefits

- We offer our sponsors access to an affluent, educated, socially and environmentally engaged audience;
- Sponsors reach a diverse and discerning audience;
- Sponsors like being associated with one of the key Festivals in Huron County that makes the region such a vibrant place to live and work;
- Sponsors like supporting an event that enriches the lives of customers and employees;
- Title sponsor logos are included on all promotional materials;
- Co-event sponsors and supporting sponsors receive logo placement and/or name recognition on selected print materials which may include
 - ★ Posters and bookmarks distributed throughout Huron County
 - ★ Festival programs distributed at all Festival events
 - ★ Our website is a key vehicle for information on guest authors. Sponsor logos are hyper-linked direct to their websites.
 - ★ Semi-monthly electronic newsletter is distributed to 469 subscribers.
 - ★ Social Media extends our reach to key literary influencers in Canada and beyond.

* see Benefits chart

Cover Image by Janet Hullah

| Benefits and Acknowledgements | Blockbuster \$1000 | Best Sellers \$500 | Special Editions \$250 |
|---|-----------------------|-----------------------|---------------------------|
| Front of the Line for Tickets | ✓ | ✓ | ✓ |
| Tickets to 2017 Short Story Awards event | x2 | x2 | x2 |
| Tickets to 2017 Festival event of Sponsor's Choice | x4 | x2 | |
| Acknowledgement by M.C. at a minimum of five weekend events | ✓ | ✓ | ✓ |
| Logo on Front of Gala Program (circ.500) | ✓ | | |
| Name listing on Sponsor List in Gala Program | ✓ | ✓ | ✓ |
| Logo on Event Poster, promotional flyers or bookmarks | ✓ | | |
| Logo on Event Site signage | ✓ | ✓ | |
| Name on Site Signage | | | ✓ |
| Logo on Website with Link to Corporate Website | ✓ | ✓ | ✓ |
| Acknowledgement in Media Releases | ✓ | ✓ | |
| Logo on minimum of six monthly Newsletters - January through June (circ. 469) | ✓ | ✓ | |
| 4-colour ad in Festival program (page) | 1/2 | 1/4 | |
| Opportunity to include promotional item in authors' welcome kits | ✓ | ✓ | ✓ |
| Photo opportunities with authors | ✓ | | |

In-Kind Donations

The Alice Munro Festival of the Short Story presents annual events where we may accept in-kind donations. A tax receipt for the full value of your donation is available upon request.