



Emerald City

Writers' Conference



Passport to Romance

Romance Reader's "Booktail" Party

Sponsorship packet





Each fall the nonprofit Greater Seattle Romance Writers of America (GSRWA) hosts the Emerald City Writers Conference (ECWC). ECWC is the largest romance writing conference on the west coast with hundreds of attendees including the industry leading editors and agents, phenomenal speakers, and some of the industry's top authors.

As part of the conference, the GSRWA hosts a fabulous reader event designed to...

- Connect romance lovers with their favorite – and soon to be favorite – authors and books in a fun, informal environment.
- Give new and established authors, publishers, and retailers the opportunity to reach more readers.
- Grow the community of avid romance readers and celebrate all that is wonderful about the romance genre.
- Raise money for the nonprofit Domestic Abuse Women's Network (DAWN)!

When: October 14th, 2017 6pm-8pm
Where: Westin Hotel - Bellevue, WA
How Much: \$25 to participate as a signing author

Event may include*:

- ◆ Private VIP Experience with selected top authors 5pm-6pm
- ◆ Photo opportunities with male cover models
- ◆ Mingling & author signing 6pm-8pm
- ◆ Book cover contest
- ◆ Raffle baskets

*Events subject to change

Why be a part of this event?

- 50+ Authors from all genres of romance brought swag and signed books
- 200+ Attendees came out including readers, book clubs and local librarians
- 8000+ hits on the event Facebook page provided tons of exposure for everyone!

"I was amazed at the number of readers who came up to us. It was amazing"-
Author Nico Russo

"I loved the opportunity to meet readers and visit with them. It was a very low-stress, fun event for all." – **Author Julie Branaugh**

About GSRWA

Located in the Seattle/Puget Sound area of Washington State, the Greater Seattle RWA chapter is on a mission to promote excellence in romantic fiction. Our goal is to help writers become published in the romance genre, and provide a place where writers (both published and unpublished) can come for growth, support and information.

More than 42% of our membership is published. We are proud of our authors and the fact that the Northwest continues to be a hotbed of talent, with many of our members on the New York Times Best Sellers list. GRSWA has a large and active following with a 300 person email list, a Yahoo group, and thousands of followers on Twitter and Facebook combined.

ECWC “Passport to Romance”
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Event Sponsor \$1000 – Enjoy repeated listings on social media, conference promotional material, and prominently display on the live media screen at the event itself. *One available.*

Food & Beverage Sponsor \$500 – Sponsor refreshments for the event and have your business featured on our social media platforms and at the event bar. *Two available. *Special arrangements may be possible with multi-authors/sponsors*

Presenting Sponsor \$300 – Help us put on a terrific event and get tons of visibility for your business, website or books with a large table at the event. *Three available.*

Goodie Bag Sponsor \$300 – The sponsor will have their name featured prominently on bags given to the first 100 attendees to arrive. *Two available.*

Cover Contest Sponsor \$300 + 2 Features on Your Blog – Post the cover contest entries to your blog for voting and spotlight the winner on your site. We send traffic to you! *Please contact Anna Alexander for more info ecwcreaders@gmail.com! One available.*

Event Handout Sponsor \$150 – Get your name in front of every attendee! This tri-fold includes list of attending authors & sponsors, sponsor logos and general info. *Three available*

Model Sponsor \$100/hr – Have a sexy cover model stand near your table, be available for photos, and draw attendees to your area. Sponsor a model for one hour or two! *Minimum two (2-hour) - Maximum eight (1-hour slots) available.*

Please see the chart on the following page for all of the many benefits of being a Passport to Romance Booktail Party Sponsor.

Have other ideas? We're always open to discussing other ideas our sponsors come up with. Contact Passport to Romance Coordinator Anna Alexander at ecwcreaders@gmail.com

**ECWC “Passport to Romance”
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SPONSOR OPTIONS & BENEFITS	Event Sponsor (1 avail)	F&B Sponsor (2 avail)	Presenting Sponsor (3 avail)	Goodie Bag Sponsor (2 avail)	Cover Contest Sponsor (1 avail)	Handout Sponsor (3 avail)	Hottie Sponsor (8 avail)
Logos and/or mentions in promo emails and recognition on event Web page	X	X	X	X	X	X	X
Logo on marketing (posters, signs, fliers, etc.)	X	X	X	X	X		
Mentions in press releases	X	X	X	X	X	X	X
Opportunity to provide swag for the goodie bags	X	X	X	X	X	X	X
Mentions during announcements	X	X	X	X	X		
Logo in ECWC Program	X	X	X		X	X	
Logo on goodie bags				X			
Mentions during all raffle announcements	X	X	X	X	X		
Logo on media screen during event	X						
Logo displayed at refreshment stations		X					
Logo on event handout	X	X	X		X	X	
Mention on event handout	X			X		X	X
Direct web traffic					X		

What 2015 Participants Had to Say...

“[I really liked...] the opportunity to connect with readers without the pressure of book sales.” - Author Anna Markland

“[I really liked...] the free flow of the event. Authors could engage more with the public.” - Author Joanne Jaytanie

ECWC "Passport to Romance"
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October 14th, 2017 5pm-8pm

VENDOR/SPONSOR REGISTRATION

BUSINESS OR PEN NAME _____ PHONE _____

CONTACT PERSON _____ EMAIL _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____ WEBSITE _____

ARE YOU AN: AUTHOR EDITOR VENDOR BLOGGER PUBLISHER OTHER _____

SPONSOR REGISTRATION

- \$1000** Event Sponsor
- \$500** Food & Beverage Sponsor
- \$300** Presenting Sponsor
- \$300** Cover Contest Sponsor
- \$300** Goodie Bag Sponsor
- \$150** Handout Sponsor
- \$100** Model Sponsor for 1 hour, 2 hour max

SPONSOR GOODIE BAG MATERIALS MUST BE RECEIVED BY SEPTEMBER 20TH 2017

SPECIAL REQUESTS (No promises)

We make every reasonable effort to grant special requests however, special requests are not guaranteed and do not constitute in any way a contractual requirement on behalf of GSRWA

VENDOR / PUBLISHED AUTHOR REGISTRATION (Space is limited!)

Registration fee includes display table, and listings on event Webpage and handout.

- \$25** Vendor/Author Registration
- Yes, I'll donate a signed book for the raffle (optional)**

All vendors and authors must have promotional material available to hand out to readers.

TOTAL AMOUNT DUE \$ _____

SIGNATURE _____

No refunds will be given for canceled or 'no-show' sponsors or registrants.

Pay Online: Make payment via PayPal to: Treasurer@gsrwa.org and mark as "Passport Sponsor"

Then scan and email form to: ecwcreaders@gmail.com

Pay by Check: Make check out to GSRWA and note "Passport Sponsor" in the memo.

Mail registration form and check to:

Passport to Romance
Greater Seattle RWA
PO BOX 4083
Bellevue WA 98009-4083

Questions? Please contact Passport to Romance Coordinator
Anna Alexander at ecwcreaders@gmail.com.



Sponsorship and Advertising Opportunities

WHEN: October 13-15, 2017

WHERE: Westin Hotel – Bellevue, WA

Want Even More Visibility? Reach over 300 active authors and promote your business by sponsoring the general conference or advertising in the conference program.

For more information and to secure your sponsorship or ad space, please contact Clare McKay at ecwc_conference_chair@gsrwa.org

Program Sponsor – \$1000 Printing of 300 event program booklets

Programs will be 44-48 pages, 5 1/2 x 4 1/4 inch, black and white with a color glossy cover, and can be bound or stapled. ECWC will provide art in pdf or Publisher format.

In exchange for the sponsorship, ECWC offers:

- The full color back page ad
- The opportunity to have promotional materials or a table at the event
- Flyers, coupons or other promotional materials in the event and conference goodie bags
- The opportunity to offer services or items in our raffle
- Other terms can be negotiated

Conference Bag Sponsor – \$1000 Providing 300 8 1/2 x 11 x 2 bags with a long handle.

In exchange, the conference bag sponsor receives:

- Their logo on the conference goodie bags
- A full page black and white ad in the conference program
- The opportunity to have promotional materials or a table at the event
- Flyers, coupons or other promotional materials in the event goodie bags
- The opportunity to offer services or items in our raffle
- Other terms can be negotiated

Emerald Sponsor- \$500 Includes:

- Promotional tables in the ballroom pre-function area & in writer's lounge
- Opportunity to provide items for the conference goodie bags and raffle baskets
- Program ad (size TBD)

Peridot Sponsor- \$250

- Opportunity to have promotional items in the writers' lounge
- Opportunity to provide items for the conference goodie bags and raffle baskets
- Program ad (size TBD)

Jade Sponsor- \$150

- Promotional tables and displays in the writer's lounge on Saturday, Oct. 14, 2017
- Quarter page or half page sidebar size b&w ad in the Conference Program (space prohibited)
- Opportunity to provide swag or promotional items for the Conference Bags and Raffle

Advertise in the ECWC Program

Grab attention for your service, platform, website or new release with an ad in the conference program! Advertising space is limited. Ads will be accepted on a first-come first-served basis.

AD SIZES & PRICES

Full Page: 7" wide x 8.5" high: \$125 (Limited)

Half Page: 7" wide x 4.25" high: \$75

Page Banner: 7" wide x 2" high: \$45

Full Page Sidebar: 2.125" wide x 8.5" high: \$60

Half Page Sidebar: 2.125" wide x 4.125" high: \$30

**Also available,
Tiered Sponsorship!**

All ad reservations and payments are due no later than 5pm July 1, 2017.