

Now entering its 17th Year

The Scream Literary Festival Presents:

The Book is Dead

July 2nd - 13th

Sponsorship Package

2009

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Sponsorship Brief

Welcome to The Scream Literary Festival's Sponsorship Package. We are committed to meeting the needs of our sponsors and look forward to having you join our team!

About the Festival

Now in its seventeenth year, The Scream Literary Festival has become one of the largest poetry festivals in Canada. We remain committed to our mandate: to bring Canadian writers from all genres, styles, backgrounds, and communities to our unique stage. The festival runs during the first two weeks of July every year culminating to a single-night outdoor poetry reading on the Dream in High park stage. In the past audiences have numbered up to 2,000, and we look forward to

Curatorial Vision

The Scream Literary Festival's vision is to generate a dynamic, entertaining, and often challenging series of events which celebrate many literary traditions while exploring and expanding the possibilities of literature, performance, and its role in community and community engagement. To be more specific:

- We are a thinking-person's festival. Fun and at times bizarre, but always smart and truly plugged-in. The writers who perform at this festival are eclectic in gender, ethnicity and sexuality, as well as in their literary influences and aesthetics; moreover, they are all artistically and intellectually engaged.
- All of our programming decisions are made by people with knowledge of contemporary literature whom are engaged with pressing critical thought and debate. The festival functions as a lively contribution to ongoing critical discussion, a place to explore the possibilities of art, a venue which germinates new work and ideas.
- Our primary focus is poetry. Working with independent and small presses, we design conceptual events, promote stimulating contemporary fiction and cross-disciplinary work, while encouraging

philosophical interrogation of literature. We aim to bring typically under-represented genres to wider audiences, and give audiences the confidence to engage with them in an exciting and entertaining way.

- The Scream consistently incorporates other artists doing similarly involved and challenging work in visual/conceptual art, music and sound, and other fields.
- We bring interrogative literature into public space, expanding traditional concepts of where literature belongs and its functional and active possibilities.
- We want to engage young audiences and performers to foster excitement about poetry and other aesthetically and intellectually challenging literary forms, to create a welcoming environment for people who are new to these forms, as well as a space where practitioners can push their own limits.
- We acknowledge and support the work of other literary festivals in Toronto and elsewhere which specialize in other areas. Although the main stage will always present a diverse array of readers, overall we aim not to duplicate the work of other festivals, but to intensify and deepen our explorations in the fields where we have special interest and knowledge.
- We want the festival to be recognized and understood as an affirmation of our indebtedness to everyone who reads, writes, publishes, discusses or gathers in the name of literature. We exist because of the collective energies of literary communities across Canada, and we strive to reinvest in them as best we can.

If you are interested in:

- Canadian Authors
- Curated Poetry Readings
- Literary-community building events

Please take a look at the Sponsorship Benefits Package on the next two pages– There are lots of ways to get involved and we look forward to working with you!

Sponsorship Benefits Package:

Friends of The Scream: This category serves those who have been part of our team for many years AND/OR those who make donations valued at \$200.00 or less.

Name Recognition and Logo Placement:

- eighth page ad in our programme
- Clickable logo on our website

Industry Sponsors: (non-exclusive) Bookstores and Publishers who donate money, space, promotions and/or services.

Name Recognition and Logo Placement:

- Quarter page ad in our programme¹
- Clickable logo and blurb on our website
- Credit as co-presenter OR co-host (in sponsored event-related materials including programme and facebook)
- Logo Placement on Programme cover and Posters

Promotion at Sponsored Event(s)

Sponsor Recognition (1 announcement, and signage*)

Silver Sponsor: (non-exclusive)* Those who make donations valued at \$200.00 – \$500.00

Name Recognition and Logo Placement:

- Half page ad in our programme
- Clickable logo and blurb on our website
- Mentioned in the programme under sponsored event description (where applicable)

¹ If the programme Ad Space is sold-out then additional web-ad spaces may be available

* 8.5 by 11 frame provided by The Scream displaying Benefactor's logo and a Special Thanks

* The Scream Literary Festival may choose to have other sponsors from the same industry or product family

Gold Sponsor: (non exclusive) Organizations donating \$500.00 – \$5,000.00

Name Recognition and Logo Placement

- Full page ad in our programme
- Clickable logo and blurb on our website
- Credit as co–presenter OR co– host (in sponsored event–related materials including programme and facebook)
- Flyer and materials distribution at our events (except for the mainstage in high park)
- Logo Placement on Programme cover and Posters

Promotion at Sponsored Event(s)

- Sponsor Recognition (announcements, and signage)
- Promotional materials distributed OR as centerpieces on tables*

Platinum Sponsor: \$5,000.00 – \$10,000.00 in money, products, or services.

Name Recognition and Logo Placement:

- Full page ad in our programme
- Clickable logo and blurb on our website
- Credit as co–presenter OR co– host (in sponsored event–related materials including programme and facebook)
- Flyer and materials distribution at all our events (except for the mainstage in high park)
- Logo Placement on Programme cover and Posters
- Banner (provided by sponsor) at all our events (except for the mainstage in high park)

Promotion at Sponsored Event(s)

- Exclusivity agreement within your industry and/or product family
- Sponsor Recognition (announcements, and signage)
- Promotional materials distributed OR as centerpieces on tables*

* Materials (provided by Sponsors) such as tentcards, flyers, SWAG, etc.