



bringing readers and writers together

September 2021

Braiding Sweetgrass will take readers on “a journey that is every bit as mythic as it is scientific, as sacred as it is historical, as clever as it is wise.”

(Elizabeth Gilbert, author of *Eat, Pray, Love*)

Rochester Reads is back!

After a year’s hiatus, we are thrilled to announce our featured book: [Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants](#), by bestselling author Robin Wall Kimmerer. **Thanks to our sponsors and community partners, nearly all activities are admission-free.**

Throughout October, Writers & Books will partner with regional libraries, cultural sites, and schools and universities to host events in greater Rochester and beyond. Book lovers of all ages will participate in adventures in reading, writing, storytelling, discussion, and film appreciation.

General Sponsorship Opportunities

Sponsorship opportunities are available at a variety of levels and can be tailored to meet your needs, as described in the **enclosed Corporate Partnership flyer**.

Rochester Reads Sponsorship & Advertising Opportunities

Benefits correspond to Corporate Partnership levels, and can be tailored to meet your needs.

- **Named Rochester Reads Sponsor (1 available)** **\$10,000**

- **Kick-Off Event: An Evening with Cherokee Nation Poet Santee Frazier**
Hosted by Rochester Academy of Medicine

| | |
|---|----------|
| Named Kick-Off Event Sponsor: Bruce & Dana Gianniny | Complete |
| Kick-Off Event Fellow | \$1,000 |
| Kick-Off Event Patron | \$500 |

- **Keynote & Book Signing with Featured Author Robin Wall Kimmerer**

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| Named Keynote Event Sponsor: SUNY Brockport | Complete |
| Keynote Fellow | \$1,000 |
| Keynote Patron | \$500 |

- **Poet Lyrae Van Clief Stefanon’s Visit to School of the Arts**

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|----------------------------|---------|
| Named Poet’s Visit Sponsor | \$2,500 |
| Poet’s Visit Fellow | \$1,000 |
| Poet’s Visit Patron | \$500 |

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➤ **Digital Reader's Guide Ads**

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|------------------|-------|
| Full-page | \$400 |
| Half-Page | \$250 |
| 1/4 Page or Logo | \$150 |

Ad Specs

- Camera Ready
- Resolution: Minimum 300 dpi
- File Formats: JPG, PNG, PDF
- Dimensions:
 - ✓ Full Page: 5.5" x 4.25"
 - ✓ Half Page Vertical: 2.125" x 5.5"
 - ✓ Half Page Horizontal: 2.75" x 5.5"
 - ✓ Quarter Page 2.75" x 1.25"

Deadline to Participate: September 17, 2021

- Reserve your Sponsorship or Ad
- Submit ad copy and/or logo

Contact Writers & Books

- Contact Laura Hamilton, Director of Development: 585.313.4129 or laurah@wab.org.
- Or complete the form below and email it to laurah@wab.org with the subject line "Rochester Reads Partnership."

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Organization/Company Name

Contact Name & Title

Contact Email & Mobile #

Sponsorship/Ad Amount \$

Description (eg, "Named Rochester Reads Sponsor, Keynote Patron, Half-Page Ad")



Partner with **Writers & Books**

OUR MISSION | YOUR CORPORATE PARTNERSHIP

At Writers & Books, we believe that lifelong reading and writing is the cornerstone of an enlightened citizenry. Like you, we are committed to leading greater Rochester forward to a diverse, inclusive future – to ensuring that people of all ages and backgrounds have equal access to the joys, knowledge, and compassion that the literary arts inspire.

Your partnership helps guarantee that children, teens, and adults throughout our region will continue benefiting from life-changing enrichment experiences. When you partner with us, you can proudly say you are advocating for our community's well being. . . today *and* tomorrow.

Corporate partnerships are available at varying levels. All include benefits and prominent public recognition.

PARTNERSHIP OPPORTUNITIES

Special Events

Rochester Reads
Literary Conference

Youth Programming

SummerWrite Reading & Writing Camps, K-12
Summer Youth Employment for Teens
Cameron Communities Teen Enrichment
Fresh Air Activities at Gell: A Finger Lakes Creative Retreat

Lifelong Learning

Stagecraft Fellowship
Visiting Authors Reading-and-Conversation
Series Creative Writing Workshops
Writing Residencies at Gell House

All Ages Ampersand Books
Storyteller in Residence

*–National
Endowment
for the Arts*

PARTNERSHIP LEVELS & BENEFITS

| | Patron \$500 | Fellow \$1,000 | Sponsor \$2,500 | Benefactor \$5,000 | Underwriter \$10,000 | Leader \$25,000 |
|--|-----------------|-------------------|--------------------|-----------------------|-------------------------|----------------------|
| Acknowledgement in Annual Report and on website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary Turning Pages membership for two | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary ticket (s) to Rochester Reads VIP reception | | | 1 | 2 | 4 | 4 |
| Complimentary ticket(s) to 3-day Literary Conference | | | | 1 | 2 | 4 |
| Complimentary four-color ad in Literary Conference program book | | | 1/2 Page | Full Page | Full Page Inside Cover | Full Page Back Cover |
| Recognition as named event, program, or series sponsorship | | | Single event | ✓ | ✓ | ✓ |
| Waived rental fee for private event at Gell's Gleason Lodge | | | | ✓ | ✓ | ✓ |
| Bookcase with acknowledgement plaque at Ampersand Books | | | | | ✓ | ✓ |
| Outdoor bench with acknowledgement plaque at Gell: A Finger Lakes Creative Retreat | | | | | | ✓ |

To explore ways your organization can partner with Writers & Books, please contact Laura Hamilton, Director of Development: laurah@wab.org or 585.445.4394.



DATE: July 22, 2021
FOR IMMEDIATE RELEASE

CONTACT: Chris Fanning
Director of Communications
christf@wab.org | 315-719-7262

Braiding Sweetgrass Showcased at Writers & Books' Rochester Reads Bestselling Book Centers Indigenous Wisdom, Scientific Knowledge and Teachings of Plants

Rochester, NY— Writers & Books, Rochester's home for the literary arts, announces the selection of **Robin Wall Kimmerer's acclaimed *Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge and the Teachings of Plants*** for Rochester Reads, the organization's community-based one-book program, now in its 20th season. The public is invited to participate in thematic adventures in reading, writing, discussion, and film appreciation throughout the month of October 2021. Kimmerer's inspirational book will take readers on "a journey that is every bit as mythic as it is scientific, as sacred as it is historical, as clever as it is wise." (Elizabeth Gilbert). Feature events include a reading and book signing with the author on October 20, 12 pm, hosted and sponsored by the Friends & Foundation of the Rochester Public Library, followed by a keynote and book signing at the College at SUNY Brockport at 7:30 pm. **Visit wab.org for more information about Rochester Reads.**

Botanist Robin Wall Kimmerer has been trained to ask questions of nature with the tools of science. A member of the Citizen Potawatomi Nation, she embraces the notion that plants and animals are our oldest teachers. Drawing on her life as an indigenous scientist, a mother, and a woman, Kimmerer shows how other living beings offer us gifts and lessons, even if we've forgotten how to hear their voices.

In a rich braid of reflections that range from the creation of Turtle Island to the forces that threaten its flourishing today, she circles toward a central argument: that the awakening of a wider ecological consciousness requires the acknowledgment and celebration of our reciprocal relationship with the rest of the living world. Oren Lyons, Faithkeeper, Onondaga Nation and Indigenous Environmental Leader, calls *Braiding Sweetgrass* "instructive poetry" that understands the interrelationships that bind all living things.

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Writers & Books will kick off Rochester Reads with **An Evening with Santee Frazier at the Rochester Academy of Medicine on October 7, 2021, 7:30 pm.** A member of the Cherokee Nation of Oklahoma, Frazier is the author of the poetry collections [Aurum](#), praised by Terrance Hayes as “a trove of sensations,” and [Dark Thirty](#), called “visceral, immediate, and memorable” by Arthur Sze. The poet will read new and selected poems, give a talk on literature and culture, then be joined in conversation with award-winning essayist [Angelique Stevens](#).

Writers & Books will have copies of *Braiding Sweetgrass* available for curbside purchase at its indie bookstore, Ampersand Books, located at 740 University Avenue, Rochester, online at www.ampersandbooks.org, and at author events.

Writers & Books is one of the oldest and largest community-based literary centers in the nation and the only one of its kind in the eight-county Greater Rochester, NY, area. Incorporated as a 501(c)3 nonprofit in 1981, the organization engages youth and adults with the literary arts through writing workshops, readings, presentations, and intersectional activities. Writers & Books owns and operates Ampersand Books, an in-house independent bookshop, and Gell: A Finger Lakes Creative Retreat, sited on 24 acres in Naples, NY. Visit www.wab.org for more information and ways to support.

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