

## Sponsorship

### Join Us

Writers & Books is pleased to invite you to become a sponsor of **Rochester Reads**, our signature event of 2022. Thematic community events will be presented at over 25 partnering greater Rochester sites throughout October and culminate with a three-day visit with featured author Jason Mott, November 1 – 3.

### Shared Values

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

### Rochester Reads, 2001 – Present

Writers & Books launched Rochester Reads in 2001 with Ernest Gaines' award-winning novel *A Lesson before Dying*. Our flagship program has become a beloved city-wide tradition, inspiring readers to deepen self-understanding, engage thoughtfully with important issues and ideas, and connect with one another through the shared experience of literature.

We partner with regional libraries, arts-and-culture sites, senior centers, prisons, and schools and universities to host events. Book lovers of all ages participate in adventures in reading, writing, storytelling, discussion, hands-on art making, and film appreciation.

**Nearly all activities are admission-free.**

## Rochester Reads 2022

**“An unflinching meditation on racism, violence, and navigating life as a Black man in America.”**

–Shelf Awareness



**Jason Mott's 2021 National Book Award-winning novel, *Hell of a Book***, is at once about family, love of parents and children, art and money. It also is about the nation's reckoning with a tragic police shooting playing over and over again on the news.

### In-Person Events with Jason Mott

Penfield Library  
St. John Fisher University  
Central Library of Rochester & Monroe County  
The Strong National Museum of Play  
Attica Correctional Facility  
School of the Arts

### Recognition | Marketing Opportunities

EVENTS	AUDIENCE   IMPACT
28 community events	1 k in-person, 2k online
Library partnerships	2k reading audience
Radio: “Connections”	5,100 listening audience

### SOCIAL MEDIA IMPACT

E-blasts to 13,600 subscribers  
Twitter followers: 15,100  
Facebook followers: 6,518  
Instagram Followers: 4,780

## Sponsorship Levels

### Lead Sponsor (x 1) \$20,000

Banner at keynote  
Full-page ad in Readers Guide, back cover  
Name & logo in all promotional material  
Link to company website  
10 tickets to Rochester Reads VIP Reception  
Turning Pages membership for two  
2 complimentary tickets to Literary Conference  
5-day stay at Gell Cottage, Gell Retreat Center  
Listing in Annual Report

### Presenting Sponsor (x 2) \$12,500

Banner at keynote  
Full-page ad in Readers Guide, inside cover  
Name & logo in all promotional material  
Link to company website  
10 tickets to Rochester Reads VIP Reception  
Turning Pages membership for two  
2 complimentary tickets to Literary Conference  
Waived rental fee for private event at Gell  
Listing in Annual Report

### Supporting Sponsor (x 3) \$5,000

Full-page ad in digital Readers Guide  
Name & logo in all promotional material  
Link to company website  
6 tickets to Rochester Reads VIP Reception  
Turning Pages membership for two  
2 complimentary tickets to Literary Conference  
Waived rental fee for private event at Gell  
Listing in Annual Report

### Benefactor (x 5) \$2,500

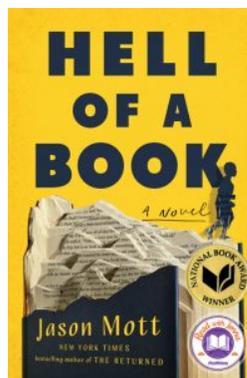
Half-page ad in digital Readers Guide  
Name & logo in all promotional material  
Link to company website  
4 tickets to Rochester Reads VIP Reception  
Turning Pages membership for two  
Complimentary ticket to Literary Conference  
Listing in Annual Report

### Patron (x10) \$1,000

Quarter-page ad in digital Readers Guide  
Name & logo in all promotional material  
Link to company website  
2 tickets to Rochester Reads VIP Reception  
Listing in Annual Report

### Associate \$500

Listing in digital Readers Guide and on website  
Ticket to Rochester Reads VIP Reception  
Listing in Annual Report



“Playful, searching, raw, and necessary.”

—Charles Yu

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## About Writers & Books

### Mission

Writers & Books promotes reading and writing as lifelong activities for people of all ages and backgrounds to enrich their lives and the intellectual, social, and cultural vibrancy of their communities.

### Values

We believe in the power and importance of the written word; in celebrating the written word as a tool for communication and an art form; that storytelling is a vital aspect of the human experience that unites humanity; that reading builds empathy and brings people together; and in creating a safe space for voices of all backgrounds, beliefs, origins, and abilities.

### Vision

To be a leading resource that celebrates diverse voices and fosters thriving communities of readers and writers.

### Justice, Equity, Diversity, Accessibility & Inclusion

Writers & Books commits to an antiracist philosophy and practice. We commit to making our programs welcoming and accessible to readers and writers from all backgrounds. We commit to continually educating ourselves and to transforming our organization in support of justice, equity, diversity, accessibility, and inclusion. In our program of literary services, we commit to amplifying marginalized voices throughout our community and resisting the legacies of systemic racism and discrimination that have both formed and undermined our city. As a literary arts organization we understand that silence is complicity.