

SUCCEED2GETHER'S



SPONSORSHIP OPPORTUNITIES

WHAT: The 3rd Annual [Montclair Literary Festival](#), presented by [Succeed2gether](#), is a community-wide event that aims to promote literacy and reading for all, encourage the exchange of ideas, and engage with different points of view. The week-long program of wide-ranging events brings more than 100 established and emerging writers together with their readers, in book talks, panel discussions, author signings, writing workshops, children's authors and activities. Most events are free.

WHO: Past Festivals have featured celebrated authors such as Patti Smith, Trevor Noah, Paul Auster, Anna Quindlen, Thomas Friedman, Tom Perrotta, Meg Wolitzer, Wesley Lowery, Jonathan Alter, Min Jin Lee, and many more. **The Festival's audience doubled from 1,500 in 2017 to 3,000 in 2018 and will continue to expand.**



At our first event in March 2017, The Daily Show Host Trevor Noah spoke with his editor Chris Jackson in front of an audience of 1,000 at MSU.

Our 2019 program includes Jennifer Egan, Joyce Carol Oates, Nathan Englander, Dani Shapiro, Christina Baker Kline, Wayétu Moore, Megan Abbott, David Ebershoff, Sergio De La Pava, and Tressie McMillan Cottom, as well as YA/Childrens' authors Gayle Forman, Esther Friesner, Gae Polisner, Arvin Ahmadi and Marc Aronson.

WHERE: 12 miles from New York City, in the vibrant, diverse town of Montclair, New Jersey.

WHY: **We help children achieve their academic potential.**

The Montclair Literary Festival raises funds and awareness for the work of Succeed2gether, a non-profit organization that addresses unequal access to educational resources by providing free, high-quality enrichment and academic programs to children in need from Montclair and Essex County, New Jersey.



Succeed2gether offers after-school one-on-one tutoring for over 150 students in grades K through 12; a book buddy program to help with reading comprehension; enrichment classes such as writing, violin, chess and robotics; parent workshops; a summer enrichment program shown to be effective in reducing “summer slide”; family support programs; AND the annual Montclair Literary Festival.

MORE: Montclair school students have vastly different experiences in our classrooms based on income level and race, a gap that begins as early as 3rd grade, a gap that has persisted for decades. The lack of support services such as tutoring is a contributory factor. (*source: Montclair, NJ Achievement Gap Advisory Panel Report, 6/2015; see also Montclair Local 5/25/2018*)

JOIN US! Your support is crucial in keeping the Montclair Literary Festival accessible to all

- Become part of a high-profile, fast-growing literary event
- Generate new and long-lasting connections in the community
- Connect with an engaged audience of readers and thinkers
- Celebrate diverse voices through dynamic programming in the spoken & written word
- Receive wide-ranging publicity for your brand



Pachinko author Min Jin Lee with Ananda Lima, Brea Tremblay, and Teka Lark.



Actor Patrick Wilson, author Tom Perrotta, and actor and novelist Dagmara Dominczyk were featured in the 2018 festival.

GET INVOLVED! Become a Corporate Sponsor or Partner

Increase your business’ visibility and brand exposure while getting great festival perks! The festival will help drive customer loyalty and community engagement for your business.

**For more information on sponsorship, contact montclairliteraryfestival@gmail.com
Or call Jackie Mroz 201-424-0009/Catherine Platt 516-263-8531**

We thank these Past Sponsors & Partners – and many more!



Marketing & Social Media Initiatives:

- **E-mail** list of 5,000 contacts
- 213,000 impressions on **Twitter**, a growth of 620%, from 12,600 in March 2017 to 90,700 in March 2018
- 135,000 impressions on Facebook, Jan. April 2018
- Fast growing **Instagram** community, most from Montclair, NYC, Bloomfield, Newark, Verona



To close the 2018 festival, Patti Smith read from her book *Devotion: Why I Write* and performed with long-term collaborator Lenny Kaye.
























Media Coverage:



Succeed2gether, P.O. Box 1355, Montclair NJ 07042 Tel: 973-746-0553
succeed2gether.org/montclair-literary-festival

Succeed2gether's Montclair Literary Festival
 @Montclairlitfes
 montclair_literary_fest

Sponsorship Levels

	Title Sponsor \$15,000	First Edition Sponsor \$10,000	Limited Edition Sponsor \$5,000	Hard-cover Sponsor \$2,500	Book Patron \$1,000	Book Buddy \$500
Complimentary Festival Pass valued at \$200. Includes free entry to all ticketed events, authors' books, and VIP Seating	10	8	6	4	2	1
Invitation to Festival Party	10	8	6	4	2	2
VIP Seating at all events	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>
Advertisement and Thanks in Festival Program	Full page, Back cover	Full page	Full page	Full page	Half page	Quarter page
Recognition at Venues and Events & on Social Media/Literature at Sponsor Table	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>
Logo and link on Festival Website & Email Newsletters	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	
Option to name and host a panel or event	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>			
Passes to Green Rom/VIP area	2	2				
Logo on all Festival Banners	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>	 <small>SUCCEED2GETHER BUILDING OUR FUTURE, ONE CHILD AT A TIME</small>				