



SPONSORSHIP OPPORTUNITIES

WHAT: [Succeed2gether's Montclair Literary Festival](#) is a community-wide event that promotes literacy and reading for all, encourages the exchange of ideas, and engages with different points of view. The week-long program of wide-ranging events brings more than 130 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, Joyce Carol Oates, Paul Auster, Anna Quindlen, Thomas Friedman, Nathan Englander, Sigrid Nunez, 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 more than 3,000 in 2019 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.

The 2020 festival will start with an early event on February 6 featuring New York Times #1 best-selling author **Malcolm Gladwell** discussing his latest book, *Talking to Strangers*. **The main festival dates are March 25-29, 2020**, and the program will include Madeline Miller, Taffy Brodesser-Akner, Mo Rocca, Liz Moore, Harvey Araton, Marcy Dermansky, and Steve Luxumbourg.

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

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

S2G's 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 NJ.



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:



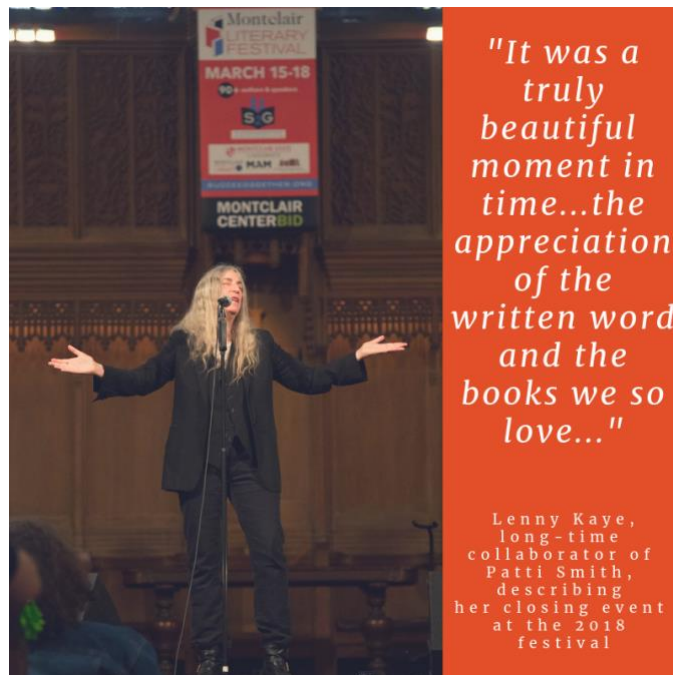
Sponsorship Levels

	Title Sponsor	First Edition Sponsor	Limited Edition Sponsor	Hard-cover Sponsor	Festival Friend	Festival Patron
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Complimentary Festival Pass valued at \$250. Includes free entry to all ticketed festival events, authors' books, and VIP seating	10	8	6	4	2	1
Invitation to Festival Party	10	8	6	4	2	2
Tickets to all year-round events with books, VIP seating, and VIP receptions	10	8	6	4	2	1
Advertisement and Thanks in Festival Program	Full page, Back cover	Full page	Half page	Quarter page	Name and/or logo	Name
Recognition at Venues & Events and on Social Media/Literature at Sponsor Table						
Logo and link on Festival Website & Email Newsletters						
Option to name and host a panel or event						
Passes to Green Room/VIP area	2	2				
Logo on all Festival Banners						
Acknowledgement as Title Sponsor on all Festival Materials						

SPONSORSHIP BENEFITS

Title Sponsor: \$15,000

- Acknowledgement as Title Sponsor on all festival materials
- Logo on all festival banners and promotional materials
- Opportunity for sponsor to name and host a panel or event
- 10 complimentary Festival Passes (value \$250 each). Each pass includes entry to all ticketed festival events, free books by featured authors, and VIP seating
- 10 invitations to festival party with authors
- 10 tickets to all year-round events, including authors' books, VIP seating, and invitations to VIP author receptions
- 2 passes to the Green Room/VIP area on Festival Saturday
- Full page back cover ad in festival program
- Recognition in festival program
- Logo and link on festival website for 12 months
- Logo and link on all festival newsletters (mailing list of 5,000 and growing)
- Recognition and promotion on social media platforms with logo
- Verbal and/or printed recognition at headline and all ticketed events
- Prominent signage and recognition in festival venues
- Literature given out at sponsor table



All Photo Credits @Bill Solomon @Tony Turner

First Edition Sponsor: \$10,000

- Logo on all festival banners and promotional materials
- Opportunity for sponsor to name and host a panel or event
- 8 complimentary Festival Passes (value \$250 each). Each pass includes entry to all ticketed festival events, free books by featured authors, and VIP seating
- 8 invitations to festival party with authors
- 8 tickets to all year-round events, including authors' books, VIP seating, and invitations to VIP author receptions
- 2 passes to the Green Room/VIP area on Festival Saturday
- Full page ad in festival program
- Recognition in festival program
- Logo and link on festival website for 12 months
- Logo and link on all festival newsletters (mailing list of 5,000 and growing)
- Recognition and promotion on social media platforms with logo
- Verbal and/or printed recognition at headline and all ticketed events
- Prominent signage and recognition in festival venues
- Literature given out at sponsor table

Limited Edition Sponsor: \$5,000

- Opportunity for sponsor to name and host a panel or event
- 6 complimentary Festival Passes (value \$250 each). Each pass includes entry to all ticketed festival events, free books by featured authors, and VIP seating
- 6 invitations to festival party with authors
- 6 tickets to all year-round events, including authors' books, VIP seating, and invitations to VIP author receptions
- VIP seating at all festival events and invitations to VIP author receptions
- Half page ad in festival program
- Recognition in festival program
- Logo and link on festival website for 12 months
- Logo and link on all festival newsletters (mailing list of 5,000 and growing)
- Recognition and promotion on social media platforms with logo
- Verbal and/or printed recognition at headline and all ticketed events
- Prominent signage and recognition in festival venues
- Literature given out at sponsor table

Hardcover Sponsor: \$2,500

- 4 complimentary Festival Passes (value \$250 each). Each pass includes entry to all ticketed festival events, free books by featured authors, and VIP seating
- 4 invitations to festival party with authors

- 4 tickets to all year-round events, including authors' books, VIP seating, and invitations to VIP author receptions
- Quarter page ad in festival program
- Recognition in festival program
- Logo and link on festival website for 12 months
- Logo and link on all festival newsletters (mailing list of 5,000 and growing)
- Recognition and promotion on social media platforms with logo
- Verbal and/or printed recognition at headline and all ticketed events
- Prominent signage and recognition in festival venues
- Literature given out at sponsor table

Festival Friend: \$1,000

- 2 complimentary Festival Passes (value \$250 each). Each pass includes entry to all ticketed festival events, free books by featured authors, and VIP seating
- 2 invitations to festival party with authors
- 2 tickets to all year-round events, including authors' books, VIP seating, and invitations to VIP author receptions
- Recognition in festival program
- Logo and link on festival website for 12 months
- Recognition and promotion on social media platforms with logo
- Verbal and/or printed recognition at headline and all ticketed events
- Prominent signage and recognition in festival venues
- Literature given out at sponsor table

Festival Patron: \$500

- 1 complimentary Festival Pass (value \$250). The pass includes entry to all ticketed festival events, free books by featured authors, and VIP seating
- 2 invitations to festival party with authors
- 1 ticket to all year-round events, including authors' books, VIP seating, and invitations to VIP author receptions
- Recognition in festival program

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