



Dear Sir/Madame,

For 20 years, **The Montgomery County Poet Laureate (MCPL) program** has celebrated and nurtured literary arts in Montgomery County and the region through its annual poet laureate competition. Our organization builds community, fosters discussion, educates students, offers writing resources, mentors emerging poets, and offers people of all ages and walks of life opportunities to share their stories and to hear many voices at readings held regularly throughout Southeastern Pennsylvania and the Delaware Valley. All activities are planned, implemented and funded by a volunteer Advisory Committee in partnership with local schools, libraries, publishers and other local businesses.

We are asking for your partnership and financial support to grow our most ambitious endeavor, Caesura. Your sponsorship is an effective and meaningful way to align your organization with the cultural arts in Montgomery County and the region: to be an advocate and sponsor among an inclusive gathering of dedicated and educated literary citizens in the tri-state area.

The **2nd Annual Caesura Poetry Festival & Retreat** will be held at **Camphill Soltane, October 18 - 20, 2019**. We will build on a successful first year with more poets, more opportunity to enjoy the grounds and the company, as well as additional time for writing and relaxation. Caesura is defined as *'a strong pause within a line of verse'*, which perfectly represents this three-day poetry festival and writing retreat. It is an opportunity for poets of all experience levels to hone their craft and celebrate the arts in a weekend of community, relaxation and inspiration on the beautiful grounds of Camphill Soltane's Glenmoore Estate.

On the following page you will find a list of sponsorship options available. Your support will help make this event a memorable experience and offer an opportunity to put your business in front of our educated, community-oriented audience throughout the year. In addition to the details listed for each option, every sponsor will be listed on our MCPL website. You will also receive recognition in our email newsletter to 2000 subscribers and on all our social media channels: @montcopoet on Twitter and Facebook, and @mcplprogram on Instagram.

We hope you will consider becoming one of our partners. If you have any questions, please feel free to contact me or our founder, Joanne Leva, at JoanneLeva@comcast.net.

Sincerely,

MCPL Advisory Committee

[Link to online sponsorship form](#)

Sponsorships Levels | Please make your selection from the list below.

All Caesura sponsors, Wristband level and above, will be included in the program, on our website, in social media across all our channels and will have the opportunity to include marketing collateral in the SWAG bags distributed to all attendees of Caesura.

- Caesura Patron of the Arts \$2000:** Retreat sponsorship includes full page ad on the inside front cover of the program, name/logo on signage on site Friday through Sunday (including the performance at Community Arts Phoenixville), on print and social media advertising and posted on the montopoets.org website for a year. Also included is the opportunity to speak at the banquet, setup tables Saturday and Sunday and receive free admission for two attendees.
- Caesura Star Sponsor \$1500:** Sponsor an acclaimed poet as a featured host at Caesura. Sponsorship includes full page ad on the outside back cover of the program, name and logo on the poet's bio page of the program, on the poet's announcement and on signage for the poet's workshop, two free day passes for Saturday and the opportunity to setup a table on Saturday.
- Caesura Bonfire & Banquet Sponsor \$750:** Half page ad, name and logo on signage at banquet and the bonfire, on the Saturday event page in the program, includes the opportunity to setup a table at the Saturday evening banquet.
- Caesura Sunday Seminars Sponsor \$750:** Half page ad, name and logo on signage at Sunday's events, the Sunday event page in the program, includes the opportunity to setup a table at the events on Sunday.
- Caesura Swag Bag Sponsor \$500:** Your name and logo on reusable gift bags to be distributed to all event attendees and included on the event schedule page of the website and program, quarter page ad in the program.
- Caesura Publishing Partner \$300:** For schools and publishers who would like to be event partners this includes on-site merch table Sat & Sun, hosting a reading on site (schedule tbd), quarter page ad in the program, partner discount for their followers and one set of meal vouchers. The partner is welcome to offer the opportunity to publish poetry written at the event. If you wish to have a representative of your organization host a workshop, please complete the application form online.
- Caesura Starving Artists \$250:** Sponsor a poet - includes a quarter page ad in the program, logo/live link on the workshop page of the website and logo on one of the workshop identification signs.
- Caesura Student Scholarships \$175:** includes quarter page ad in the program, name/logo on signage at the check-in table.
- Caesura Wristband sponsor \$150:** your name/logo (single color) on wristbands for attendees and 1/4 page ad in the program.
- Caesura Contributor \$65:** 1/8th page ad in the program and name on the Friends of the Festival program page and website.
- Caesura Friend of the Festival:** any amount, includes your name on the Friends of the Festival program page and website.

Additional sponsorships available:

- Website Sponsor \$500:** Name and logo placed prominently on the Home Page of the new MCPL website and included on all email messages sent to our distribution list (approximately 2000 contacts) for the 2019 calendar year.
- Poet Laureate Competition Sponsor \$1500:** Name and logo on printed and digital applications, print and digital advertising, on Poet Laureate website page with live links. Recognition at the Annual LitLife event and an opportunity to greet the audience and introduce the MCPL founder. Opportunity to include marketing collateral on a sponsor table at the LitLife event.
- Poet Laureate Competition Celebrity Judge Sponsor \$750:** Name and logo on print and digital event advertising, on the speaker announcement on the MCPL website, and shared on social media. Recognition at the LitLife event. Opportunity to include marketing collateral on a sponsor table at the LitLife event.

(Please continue to page 2 to complete the form. Thank you!)

I would like to sponsor the Montgomery County Poet Laureate and have made my selection below.

- Caesura Patron of the Arts \$2000
- Caesura Star Sponsor \$1500
- Caesura Bonfire & Banquet Sponsor \$750
- Caesura Sunday Seminars Sponsor \$750
- Caesura Swag Bag Sponsor \$500
- Caesura Publishing Partner \$300
- Caesura Starving Artists \$250
- Caesura Student Scholarships \$175
- Caesura Wristband sponsor \$150
- Caesura Contributor \$65
- Caesura Friend of the Festival: \$ _____
- Website Sponsor \$500
- Poet Laureate Competition Sponsor (2020) \$1500
- Poet Laureate Competition Celebrity Judge Sponsor (2020) \$750

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Website: _____

Payment method:

- I have enclosed my check # _____ in the amount of \$ _____
Please make checks payable to the Indian Valley Arts Foundation and include "MCPL" in the memo line.
- Please invoice me.

You may submit your completed form via email to joannelev@comcast.net, or mail to Montgomery County Poet Laureate c/o Joanne Leva, 960 General Nash Drive, Lansdale PA 19446.

Please email your ad and/or logo to Joanne Coppens, at joannecop@comcast.net at your earliest convenience.