



Dear Sir/Madame,

For over 20 years, **The Montgomery County Poet Laureate (MCPL) program** has celebrated and nurtured the 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 and perspectives at readings held regularly throughout Southeastern Pennsylvania. 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 for our 22nd Annual Poet Laureate Competition and 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.

MCPL is proud to announce the **3rd Annual Caesura Poetry Festival & Retreat to be held at Camphill Soltane, October 2 - 4, 2020**, as we build on our success with more poets, more opportunity to enjoy the grounds and the company as well as added 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 our events a most memorable experience, while also elevating MCPL and our partner organizations throughout the year. In addition to the details listed for each selection, 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, Facebook and Instagram.

For more information about the MCPL program and projects please see the attached brochure or check the electronic sites listed above or our new website scheduled to go live in February 2019.

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

Sincerely,

Joanne Leva
MCPL Program Director

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

- 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 2020 calendar year.
- Poet Laureate Competition Sponsor \$1500:** Name and logo on printed and digital applications, print and digital advertising and on Poet Laureate webpage with live links. Recognition at the Annual LitLife event and an opportunity to speak to the audience. 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.

All Caesura sponsors at 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, 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 in the dining hub and receive two free weekend passes for the retreat (lodging is not included).
- 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/ 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 Saturday.
- Caesura Saturday Sponsor \$750:** Half page ad, name/logo on signage on-site, and on the Saturday event page in the program, includes the opportunity to setup a table in the dining hall Saturday and one free day pass for Saturday.
- Caesura Sunday Sponsor \$750:** Half page ad, name/logo on signage at Sunday's events, the Sunday event page in the program, includes the opportunity to setup a table in the dining hub on Sunday and one free day pass for Sunday.
- Caesura Swag Bag Sponsor \$500:** Your name/logo on reusable gift bags to be distributed to all event attendees and included on the website, 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, 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:** includes a quarter page ad in the program, logo/live link on the workshop page of the website and name/logo on signage at the event.
- Caesura Student Scholarships \$175:** includes quarter page ad in the program, name/logo on signage on-site.
- Caesura Wristband sponsor \$150:** your name/logo (single color) on wristbands for attendees and 1/4 page ad in the program.
- Caesura Contributor \$65:** Ad/logo 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.

(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.

- Website Sponsor \$500
- Poet Laureate Competition Sponsor \$1500
- Poet Laureate Competition Celebrity Judge Sponsor \$750
- Caesura Patron of the Arts \$2000
- Caesura Star Sponsor \$1500
- Caesura Saturday Sponsor \$750
- Caesura Sunday 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: \$ _____

Business Name: _____

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, joannecop@comcast.net at your earliest convenience.