



## Sponsorship Opportunity!

Second Annual Prose in the Park Literary Festival and Book Fair

Parkdale Park, Ottawa

June 4, 2016. 11 a.m. to 6 p.m.

Prose in the Park (PiP) is Ottawa's newest outdoor literary festival, most exciting book fair, and largest single-day writers' event!

In 2015 our inaugural festival welcomed **1200 visitors and 150 Canadian writers, publishers, and booksellers** to the lovely Parkdale Park for a day of readings, networking, and celebration, making it Ottawa's largest and best-attended literary festival and book fair and representing a major boost to the city's writing community and local economy. So we are doing it again!

Prose in the Park 2016 will take place on June 4 and will bring together another 50 Canadian authors, including Heather O'Neill, Steven Heighton, Saleema Nawaz, Caroline Pignat, Andrew Pyper and Ian Hamilton, for this one-day, open air, free literary event. Overall, we expect to attract 2000+ writers, readers, book lovers, families and community members to Parkdale Park and Ottawa's vibrant west end.

Prose in the Park is a 100% volunteer-run, truly grassroots initiative supported by local writers' groups, the Hintonburg Community Association, the Hintonburg Economic Development Committee, the Wellington West Business Improvement Area, local businesses, churches, and community centres, and Councillor Jeff Leiper. In 2015 over 90% of the events expenses were met thanks to in-kind contributions. The remaining 10% of expenses were covered by financial contributions from local businesses, private donations, the OIW, and vendor fees.

For the 2016 festival, we are requesting financial contributions and in-kind donations from local businesses. These donations will be used to pay for author travel and speaking fees, promotional materials (including our website, printed programmes, and posters) and refreshments for authors and volunteers.

### Sponsorship levels

#### Book – \$250+

At this level, PiP will feature **your business' logo** on all official PiP promotional material including **500 posters** that will be distributed throughout Ottawa, the **PiP website**, and the **back cover of the printed programme**. You will also be featured in **regular shout-outs** through our social media channels in the days prior to and after the festival with an estimated reach of **20,000+ views**.

#### Chapter -- \$100-250

At this level PiP will feature your business' logo on the **500 posters** that will be distributed throughout Ottawa. You will also be featured in **regular shout-outs** through our social media channels in the days prior to and after the festival with an estimated reach of **20,000+ views**.



### Word –\$100 or under.

At this level PiP will feature your business in **one shout** out through our social media channels in the days prior to and after the festival with an estimated reach of **2,000+ views**. And your name or the name of your business will appear on the back of the program.

We also welcome personal donations at any level.

### In-kind donations of good and services.

We also welcome in-kind donations of good and services that can support the festival on June 4. We are looking for donations of food and bottled water to help us provide for our authors and volunteers during the day of the festival. We are also looking for donations of gift cards or merchandise from your business which we can use as incentives in our Indiegogo campaign. There is also a very special Indiegogo campaign opportunity for a café or restaurant in close proximity to Parkdale Park to host up to 15 authors and Indiegogo contributors for a special brunch during the morning of Saturday, June 4. This “Break Fast with the Authors” event would be an incentive for Indiegogo contributors giving donations of \$100 or more.

All in-kind donations will be rewarded with regular shout-outs through our social media channels in the days prior to and after the festival with an estimated reach of 20,000+ views. If your donation is featured as a prize on the Indiegogo site your business will also be featured there as well with a potential reach into the 100,000’s. If you host our author brunch your logo will also appear on our 500 posters, the PiP website, and the back cover of the printed programme.

Interested?

Donations by cheque can be addressed to Ottawa Independent Writers and sent to:

**Ottawa Independent Writers**  
**PO Box 39016**  
**Ottawa, Ontario**  
**K1H 1A1**

To offer in-kind donations of good and services, or if you have any other questions, please contact:  
**[proseintheparkottawa@gmail.com](mailto:proseintheparkottawa@gmail.com)**

### About us:

Prose in the Park is an initiative of the Ottawa Independent Writers (OIW). The OIW is a federally registered not-for-profit association (number 205463-9) which has served the Ottawa writing community for 30 years.

Prose in the Park is organized by a dedicated team of volunteer organizers, community organizations, and local businesses including the Hintonburg Community Association, the Hintonburg Economic Development Committee, L’Association des Auteurs et Auteurs de l’Ontario Français (OAAF), the Capital Crime Writers, The Ottawa Science Fiction Society, the Canadian Authors Association – National Capital Region and the Ottawa Romance Writers Association.