



Sponsorship Opportunity!

Third Annual Prose in the Park Literary Festival Parkdale Park, Ottawa June 10, 2017, 11 a.m. to 6 p.m.

Prose in the Park (PiP) is Ottawa's only outdoor literary festival and book fair. In 2015 and 2016 we welcomed 2200 visitors and brought over 300 Canadian writers, publishers, and booksellers to the Parkdale Park for a day of readings, networking, and celebration. So we are doing it again, this time to celebrate Canada's 150th birthday!

Ottawa's Mayor Jim Watson will open Prose in the Park 2017. This year's festival will bring together fifty Canadian authors and story tellers, including Terry Fallis, Catherine Leroux, Sean Michaels, Nadia Bozak, Éric Charlebois, Susan Doherty Hannaford and Neil Smith, just to name a few. Overall, we expect to attract 2000+ writers, readers, book lovers, families and community members to the Parkdale Park and Ottawa's vibrant west end.

Prose in the Park is a 100% volunteer-run, truly grassroots initiative organized by Ottawa's writers groups and the Hintonburg Community Association. We are supported by the Hintonburg Economic Development Committee, the Wellington West Business Improvement Association, many local businesses, and Kitchissippi Councillor Jeff Leiper. In 2015 over 90% of the event expenses were met thanks to in-kind contributions. The remaining 10% of expenses were covered by financial contributions from local businesses, private donations, contributions by writers groups, and vendor fees. For the 2016 festival, we raised over \$3250 from local businesses and the Wellington West Business Association. Additionally, \$2500 was raised from individual donors and our Indiegogo campaign. These generous donations were 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, Prose in the Park will prominently feature your business logo on all official PiP promotional material, including 500 posters that will be distributed

throughout Ottawa, 1000 leaflets delivered door-to-door throughout Wellington West and Hintonburg, the PiP website and Facebook page, and the back cover of the printed program. 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. And we will prominently display in the park any banners or other visual ads for your business that you wish us to use.

Chapter - \$100 - \$250

At the Chapter level, PiP will feature your business logo on the back of the festival's program and on the 500 posters that will be distributed throughout. 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 -\$50 - \$90

At the Word 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 welcome personal donations at any level.

In-kind donations of goods and services

We welcome in-kind donations of goods and services that can support the festival on June 10. We are looking for donations of packaged food and bottled water to help us provide for our authors and volunteers during the day of the festival.

Interested?

Donations by cheque can be addressed to Ottawa Independent Writers and sent to: Ottawa Independent Writers PO Box 39016 Ottawa, Ontario K1H 1A1. Payment can be made by major credit card by contacting our Vice-President Bill Horne at 613-837-2166 or by PayPal. To offer in-kind donations of goods and services, or if you have any other questions, please contact: proseintheparkottawa@gmail.com

Financial Management

Financial management is handled by 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. We will provide you with a receipt for any contribution that can be used as a business expense. We are not a charity.