



Association of Writers
& Writing Programs

CONFERENCE SERVICES

Policy on Literary Partnerships

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AWP enters into literary partnerships with allied literary organizations to serve our association's various constituencies and to provide unique and outstanding literary programming at the annual conference. AWP regards partnerships as alliances and sources of financial and programming support in building the public square that is our Annual Conference & Bookfair.

AWP seeks literary partnership proposals from non-academic organizations that reach beyond their immediate communities to feature writers of national and international acclaim diverse in their backgrounds, pursuits, affiliations, and ages. We welcome collaborative partnerships from two separate organizations in order to cultivate bigger and more inclusive audiences for our distinguished presenters.

Partner Eligibility Requirements

The organization must have:

- Status as a tax-exempt 501(c)(3) nonprofit organization, literary press, or status as a speakers' bureau of literary authors;
- A permanent, professional staff capable of executing the proposed programming;
- A commitment to diversity;
- Willingness to release to AWP a mailing list of its members and/or regular event attendees;
- Willingness to provide promotional support of the conference through the organization's website, publications, and other communications with its members;
- Willingness to engage in positive and supportive conversations about AWP, its mission, and its services when appropriate;
- A demonstrated history of excellent literary programming or service to the literary community;
- Three years of participation in AWP's conference as a sponsor or bookfair exhibitor; and
- The ability to donate cash or in-kind support with a value of \$15,000 or more.

AWP has developed three different types of literary partnerships:

- 1) Featured Event Partnerships
- 2) Association Partnerships
- 3) In-Kind Support Partnerships

Each type of partnership is described below followed by an explanation of the application process for becoming a partner of the conference.

Featured Event Partnerships

A featured event is identified as an event that:

- Appeals to a broad spectrum of conference attendees;
- Presents highly visible, nationally recognized, commercially successful literary figures who can draw an audience in excess of 1,000;
- Does not include speakers who have been featured at any of the last three conferences;
- Includes between two and four speakers, and only one moderator/introducer; and
- Has an in-kind value of \$15,000 or more.

AWP will accept no more than one event per participating partner. Collaborative partnerships of two organizations must split the literary partnership benefits.

AWP can accept no more than fifteen featured event partnerships per year, but may accept fewer. Given the interest in featured event partnerships, the process is competitive. Ideal featured event partnerships will present talent from the region where the conference is held, cultivate bigger and more inclusive audiences for our distinguished presenters, and contribute substantially to the conference.

Featured event partners provide programming at AWP's conference as *in-kind support*; the partner is responsible for all costs and expenses related to the production of the event, including, but not limited to:

- Honoraria
- Travel
- Lodging
- Audiovisual equipment in excess of standard package offered at the conference

AWP requires partners to pay an honorarium to each presenter. We understand that sometimes presenters will donate their time in support of the partnering organization, and that donation must be included in the breakdown of the in-kind support section of the proposal.

In return, AWP provides the following:

- Recognition of the literary partner in all publications and marketing associated with the conference, including the *Writer's Chronicle*, AWP's website, direct mailing advertising, the conference program, and on-site signage;
- Promotional support for the event, featured presenters, and partner organization;
- Production costs for the event, including space rental and a basic audiovisual package;
- Logistical support for the production of the event;
- Book sales for the featured presenter at the event;
- 15 conference registration waivers, some of which must be used to register the organization's featured presenters;
- One full-page advertisement in the conference program; and
- One booth exhibit space in the conference bookfair.

Association Partnerships

This category is for organizations with dues-paying members. AWP enters into partnerships with allied membership-driven associations in order to deliver administrative programming to demographics not addressed through the normal proposal process. Association partners provide a list of events they wish to include in the conference program, along with information about program presenters and audiences. The programming must appeal to both the partner's membership and to AWP's membership. AWP determines the number of events the partner may produce for the conference schedule.

Association partners provide:

- Substantial and focused programming that could not be developed through the normal proposal process;
- Complete, timely, and accurate information about modules, presenters, and events.

Association partners must adhere to AWP's policies on registration, scheduling, and audiovisual requests. Association partners may not charge or otherwise restrict attendance to their events at the conference. (i.e., all paid attendees have access to partner events).

AWP provides the following:

- Recognition of the literary partner in all publications and marketing associated with the conference, including the *Writer's Chronicle*, AWP's website, direct mailing advertising, the conference program, and on-site signage;
- Promotional support for the event, featured presenters, and partner organization;
- Extension of AWP's member registration rate to the partner's membership/constituency;
- Production costs of the event, including space rental and a basic audiovisual packages; and
- A limited number of conference registration waivers.

[SEE NOTE EARLIER for this text, which isn't part of the list]

Collaborative partnerships of two organizations must split the literary partnership benefits.

AWP may also provide exhibit space and advertising to the programming partner on a space-available and case-by-case basis.

In-Kind Support Partnerships

Partners who provide in-kind support in excess of \$15,000 for the production of AWP's conference may become literary partners. Typically, this partnership is reserved for organizations donating space for event production and receptions, but it may also include advertising and other services, such as security or media production. The support must be valued independently and accompanied by documentation of the contribution.

In return, AWP provides the following:

- Recognition of the literary partner in all publications and marketing associated with the conference, including the *Writer's Chronicle*, AWP's website, direct mailing advertising,

- the conference program, and on-site signage;
- Promotional support for the organization in the conference brochure and program; and
- A limited number of conference registration waivers.

Collaborative partnerships of two organizations must split the literary partnership benefits.

AWP may also provide exhibit space and advertising to the in-kind partner on a space-available and case-by-case basis. The partners may also receive an additional sponsor credit if the support is related to a featured event.

Application Process for Becoming a Partner of the Conference

By May 1, each organization must send an email to AWP to request a partnership for the following year's conference. Please address your email to the Director of Conferences.

The email should include:

- A description of the partnership that your organization can provide to AWP;
- Contact information for a representative within the partnering organization;
- An explanation of the unique significance of the proposed programming;
- A statement of merit explaining how the partnership would benefit AWP's conference attendees;
- Estimated in-kind value of the event (presenter honoraria, travel, and lodging; event production costs and/or services); and
- An explanation of how the estimated in-kind value was calculated.

Once approved, a partnership proposal must be sent to AWP through its literary partnership proposal system by May 31 in order to receive consideration for the following year's conference. The chair of the AWP conference subcommittee will determine the acceptance of partnerships and makes their recommendations to the AWP board executive committee. AWP reserves the right to waive the sponsorship or bookfair participation requirement if the proposal serves a need to showcase extraordinary literary talent that attracts large, inclusive audiences.