



write around[®]
— PORTLAND —

2025

SPONSOR KIT





September (Date TBA)
Location TBA

Demographics

Women ages 65+
Read on average 6-10 books per year
Spend \$150 on books each year

Join us at **Raise Your Pen** for an inspiring evening honoring everyone's unique story and supporting the power of writing, storytelling, and listening. Drawing over 100 writers, readers, thinkers, and high-wealth donors in Portland, this event is a great way to increase brand awareness and drive sales.

The event consists of heavy hors d'oeuvres, beer and wine, silent auction, and inspiring readings from our writers!



2025 Raise Your Pen Sponsorship Packages



BENEFITS	PRESENTING \$5,000	PLATINUM \$3,500	GOLD \$2,500	SILVER \$1,000
Raise Your Pen presented by Your Company Name on all materials	✓			
On-Stage Mentions	On-stage or video message	On-stage or video message	Recognition from stage	Recognition from stage
Complimentary Tickets	2 Tables of 8	Table of 8	Table of 8	4 Tickets
Program Advertisement	Full page	Half page	Quarter page	Quarter page
Social Media	2 dedicated posts 2 group posts	1 dedicated post 2 group posts	2 group posts	2 group posts
Email	1 dedicated email, recognition on all email marketing	Spotlight in 1 email, recognition on all email marketing	Spotlight in 1 email, recognition on all event marketing	Recognition on all email marketing
Print Invitation	Priority logo placement	2nd priority logo placement	3rd priority logo placement	4th priority logo placement
Website	Priority logo placement	2nd priority logo placement	3rd priority logo placement	4th priority logo placement

Summer Reading & Book Release

June 5, 2025

Winter Reading

& BOOK RELEASE

December 2025

Audience

- Our writers, donors, and volunteers
- Family and friends of writers
- Nonprofit agency partner staff



Our **Reading & Book Release** events celebrate the hard work of our inspiring writers. Every writer is invited to publish one piece in a professionally-printed anthology that is distributed to local bookstores across the Portland Metro area.

Writers are invited to share their piece aloud at our Reading & Book Release events. These events are free and open to the public.

Summer Reading & Book Release

June 5, 2025

Winter Reading & BOOK RELEASE

December 2025

BENEFITS	PRESENTING \$1,500	LITERARY \$1,000	SWAG \$500
Reading & Book Release presented by Your Company Name on all materials	✓		
On-Stage Mentions	On-stage or video message	On-stage or video message	Recognition from stage
Advertising Placement	Full-page program ad	Half-page program ad	Logo on limited-edition sales item
Tabling	6' table with priority placement	6' table	Recognition at sales table
Social Media	1 dedicated post 2 group posts	2 group posts	2 group posts
Communications	1 dedicated email recognition on print, email, website	Spotlight in 1 email recognition on print, email, website	Recognition on print, email, website

literary programs

ticketed events



Resonate: A BIPOC Writing Circle

- Series of single-session writing circles
- Free for any BIPOC writer

(prompt)

Prompt

- 8-session writing groups
- Fee-based



Freewrite

- Series of single-session writing circles
- Fee-based

Our literary programs reach writers both in Portland and across the country - even internationally!

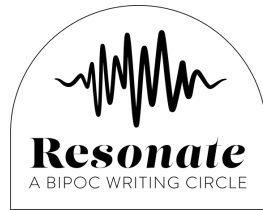
All programs occur virtually and in-person throughout the year. Each session and circle is capped at 18 participants.

Audience

Writers of all skill levels



2025 Literary Program Sponsorships



(prompt)



BENEFITS	RESONATE OR FREEWRITE SPONSOR		PROMPT SPONSOR \$500
	SERIES SPONSOR \$2,500	SESSION SPONSOR \$500	
Workshop presented by Your Company Name on all materials	✓		✓
Workshop Remarks	Remarks or video message	Remarks or video message	Remarks or video message
Complimentary Tickets	2	2	Priority registration for 2
Social Media	1 dedicated post 2 group posts	2 group posts	2 group posts
Communications	1 dedicated email recognition on print, email, website	Spotlight in 1 email recognition on print, email, website	Recognition on print, email, website

2025 Holiday Campaign Sponsorships

November 1 - December 31, 2025

Our digital and print campaigns target our entire donor base and email list, reaching over 8,000 households, mainly in the Portland area. With donor retention averaging 95% over the last 3 years (compared to national averages at 45%), our exceptionally-engaged audience is very likely to see your message!

BENEFITS	PRESENTING SPONSOR \$5,000	GIVE!GUIDE SPONSOR \$2,500	GIVING TUESDAY SPRINT DEC. 2, 2025	
			PRESENTING \$2,500	AM OR PM SPONSOR \$1,000
Campaign presented by Your Company Name on all materials	✓		✓	
Direct Mail	Logo on 2 letters and a postcard			
Social Media	2 dedicated posts 3 group posts	2 group posts	2 group posts	2 group posts
Email	1 dedicated email, recognition on 8 other emails	Spotlight in 1 email, recognition on 6 other emails	Spotlight in 1 email, recognition on 3 other emails	Recognition in 2 emails
Website	Priority logo placement	2nd priority logo placement	Logo on website for entire campaign	Logo on website for entire campaign

2025 Campaign Sponsorships

Our digital and print campaigns target our entire donor base and email list, reaching over 8,000 households, mainly in the Portland area. With donor retention averaging 95% over the last 3 years (compared to national averages at 45%), our exceptionally-engaged audience is very likely to see your message!

BENEFITS	SPRING CAMPAIGN SPONSOR MAY 1 - JUNE 30 \$1,500	JOURNAL DRIVE SPONSOR AUG 1 - SEP 30 \$1,000
Social Media	2 group posts	2 group posts
Email	Recognition on all campaign communications	Recognition on all campaign communications
Website	Logo on website	Logo on website
Direct Mail	Recognition on 2 letters	

2025 Rates

Advertisements & Tables

OPTIONS	RAISE YOUR PEN	READING & BOOK RELEASE
6' Table	N/A	\$500
Full Page Advertisement in Event Program	\$500	\$250
Half Page Advertisement in Event Program	\$250	\$150
Quarter Page Advertisement in Event Program	\$150	\$100



About Write Around Portland: We change lives through the power of writing by facilitating storytelling in underheard communities.

We bring people together to write, heal, and transform, fostering well-being through respectful, shared creative writing experiences. Our priority populations include people who are unhoused, incarcerated, low-income, and/or who are experiencing addiction, mental illness, or physical illness, or have a disability.

Partner with Confidence: Write Around Portland is a 501(c)(3) nonprofit organization that was founded in 1999. Our professional staff have years of nonprofit experience, and we follow all nonprofit financial best practices, including contracting with a third-party accounting firm.