



grit
READERS
& WRITERS
FESTIVAL
lit **20**
YEARS

**Sponsorship
Opportunities**

About **gritLIT**

gritLIT is Hamilton's annual literary festival that brings together a community of book lovers from across the Golden Horseshoe in celebration of Canadian literature. As a registered charity, we offer year-round programming that nurtures emerging writers and connects the dots between people, community and the arts.

As Hamilton's annual literary festival, gritLIT nurtures a community of readers and writers to encourage engagement in Canada's diverse literary heritage. Since its inception in 2004, the festival has built a reputation with readers in the Golden Horseshoe as a place to get up close and personal with their favourite authors and to discover new voices. gritLIT puts a focus on local authors, giving them the exposure that they richly deserve.

gritLIT brings together diverse voices – the biggest Canadian authors, up and coming talent, and local Hamilton writers – for a series of readings, workshops, discussions, interviews, children's programming, and arts events. The festival's mandate is one of accessibility for both authors and audiences.

We are excited to offer special alignments to connect your brand more closely with the festival. Ask us about our Interactive Series, bringing authors offstage and into the audience, our Youth Program and special events, our Spotlight Series showcasing emerging artists, or fan-favourite, Drafts & Drafts.



Ainara Alleyne, host of *Ainara's Bookshelf* on TVO, at gritLIT 2023

Our Community Commitment

- We offer entertaining, engaging arts programming to Hamilton residents.
- We promote literacy through interactive, accessible children’s and youth programming.
- We promote and offer professional development opportunities to local writers.
- We keep the festival accessible and barrier-free.
- We support local businesses.
- We program events that reflect our diverse community.

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I experienced warmth and hospitality and a profound interest in literature that is unparalleled in my experience. It is truly a gem of a festival, a unique blend of passion for writing and its role in our daily culture. I would recommend it to everyone!

— **Kim Echlin (Scotiabank Giller Prize finalist)**

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Exposure to great literature is an important part of growth. Literature answers our questions and helps us flourish as individuals. The gritLIT festival is a great way to encourage youth’s involvement in literature, enriching society as a whole.

— **Mackenzey Barry (gritLIT youth ambassador)**

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Hamilton’s gritLIT is one of my all-time favourite literary festivals: well organized, welcoming and energized. The city and the festival play off each other and there’s a great ferment of ideas. I feel honoured to have been invited.

— **Kathleen Winter (Finalist for the Governor General’s Award, Rogers Writers’ Trust Award & Scotiabank Giller Prize)**

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The festival is a vital, energizing, inspiring part of Hamilton literary life, always well-organized and inviting, attracting a wide range of audiences from Hamilton and area, with interesting programming, strong community connections and partnerships, and featuring an excellent array of readers (and hosts).

— **Gary Barwin (Hamilton author, Giller Prize finalist & Leacock Award winner)**

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gritLIT brings together wonderful writers and avid readers in a great city for a bookfest that is well organized, creative, and memorable. It really has its own special vibe. I had a blast and hope I get invited back!

— **Terry Fallis (Leacock Award winner)**

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gritLIT is Hamilton’s greatest literary secret. I had heard about the festival, but I wasn’t quite sure what to expect at a literary festival. After hearing one of my favourite authors was reading, I had to go. I’m so glad I did! It was a wonderful event, and I can’t wait to go back again this year.

— **Shelly Rose (attendee)**

A Part of Hamilton

Through your support of gritLIT, you are joining a Hamilton cultural event that gets bigger and better every year. As a gritLIT sponsor, you'll have the opportunity to place your brand directly in front of a vibrant community of avid readers, writers, and culturally engaged individuals, expanding your reach and influence in this dynamic demographic.

gritLIT is committed to ensuring that all our platforms, whether online or in person, are inclusive, welcoming spaces for all attendees, authors, event hosts and gritLIT team members.



Investing in gritLIT

What does investing in gritLIT mean for you?

- Increased brand visibility
- Meaningful community engagement
- Exclusive hospitality experiences for your clients and staff
- A chance to promote Canadian culture and help foster a love of reading

Increase your social media reach:

gritLIT has 7,500+ followers on X, Instagram & Facebook, plus 1,500+ gritLIT email subscribers

Sponsorship Levels

All gritLIT sponsors receive recognition in the gritLIT program, on signage at the festival, on social media, as well as logo placement on our website and an invitation to an exclusive donor reception.

Title Sponsor	\$10,000	<ul style="list-style-type: none">• A dedicated space at the festival for increased visibility• Inclusion in all festival-related email newsletters• Exclusive thank-you event for your team• Signed library of 20 gritLIT Festival books• Thirty Festival Weekend Passes and VIP reserved seating• One full-page ad in the gritLIT program• Speaking opportunities, including opening/closing remarks, plus exclusive photo opportunities with festival organizers, authors, and other notable figures• Verbal recognition at key festival events• Logo placement on festival marketing materials• Logo placement in print advertising
Platinum Sponsor	\$5000	<ul style="list-style-type: none">• Exclusive thank-you event for your team• Signed library of 20 gritLIT Festival books• Ten gritLIT Festival Weekend Passes• One full-page ad in the gritLIT program• Speaking and photo opportunities during festival• Verbal recognition at a key festival event• Logo placement on festival marketing materials• Logo placement in print advertising
Gold Sponsor	\$2500	<ul style="list-style-type: none">• Invitation to an exclusive author event• 20 gritLIT festival Mainstage event tickets• Signed Taste-of-the-Festival book pack• One half-page ad in the gritLIT program• Speaking and photo opportunities during festival• Verbal recognition at a key festival event• Logo placement on festival marketing materials• Logo placement in print advertising

Sponsorship Levels

Silver Sponsor	\$1000	<ul style="list-style-type: none">• Ten gritLIT festival Mainstage event tickets• Books from your sponsored or chosen festival event• Photo opportunity during the festival• Verbal recognition at a key festival event• One quarter-page ad in the gritLIT program• Logo placement on festival marketing materials
Bronze Sponsor	\$500	<ul style="list-style-type: none">• Six gritLIT festival Mainstage event tickets• Logo placement on festival poster
20th Anniversary Corporate Donation	\$200	<ul style="list-style-type: none">• Donors receive tax receipt for full value of donation• Recognition on signage at gritLIT Festival• Recognition in Festival print program• Recognition on gritLIT website• Social media recognition

We are committed to collaborating with our sponsors to create a tailored sponsorship package that perfectly aligns with your unique goals and needs, ensuring a mutually beneficial partnership.

Maximize your visibility with an ad in our festival program!

- Full page: \$1000
- Half page: \$500
- Quarter page: \$250

grit lit 20 YEARS

READERS & WRITERS FESTIVAL



Alessandra Naccarato at gritLIT 2023



Canada Reads finalist Catherine Hernandez at gritLIT 2023



Elamin Abdelmahmoud and guest at gritLIT 2023.

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