

A stylized graphic featuring several vertical pillars and stacks of books in red, orange, and blue. Two green silhouettes of the island of New Zealand are placed on top of the pillars. A black diagonal line runs across the scene.

# HAMILTON'S READERS & WRITERS FESTIVAL

SPONSORSHIP  
OPPORTUNITIES

grit

LIT



## About gritLIT

### **gritLIT: Hamilton's Readers and Writers Festival takes place April 7–10, 2016.**

gritLIT is Hamilton's annual literary festival. Since 2004 gritLIT has brought award-winning and emerging Canadian authors together for four days of readings, storytelling sessions, workshops, discussion panels, and multidisciplinary arts events at intimate venues throughout the downtown core.

Cultural events bring people of all backgrounds together. gritLIT events maintain some of the lowest ticket prices, as well as some free events, to keep our events accessible to everyone, regardless of income level.

*Charitable Registration #: 81117 4051 RR0001*

## Mission

gritLIT makes Hamilton a destination for readers and writers. We bring attention to local authors and engage the community in Canada's rich literary culture.

## Connect with gritLIT

 [gritlit.ca](http://gritlit.ca)

 [@gritlitfestival](https://twitter.com/gritlitfestival)

 [facebook.com/gritlitfestival](https://facebook.com/gritlitfestival)

 [instagram.com/gritlitfestival](https://instagram.com/gritlitfestival)

**"I found my time at the festival very stimulating and wish I could have stayed longer. The whole experience was a real pleasure."**

*STEPHANIE BOLSTER, GOVERNOR GENERAL AWARD WINNER*

## gritLIT in Hamilton

*“Culture is the ingredient that feeds community and that’s what makes it vital for everyone.”*

**Amy Kenny, The Hamilton Spectator**

Culture fosters open, tolerant, and innovative communities. Strengthening Hamilton’s arts organizations will ensure that the city attracts businesses, visitors, and residents, and will ultimately make it a better place to live and work.

A recent survey by the City of Hamilton highlighted “attending festivals” (91%) and “visiting the library” (89%) as two of the cultural activities most favoured by residents (source: Cultural Activity in Hamilton Online Survey). Now consider the many talented writers who call Hamilton home, including Lawrence Hill who was recently appointed a member of the Order of Canada, and you’ve got the ideal place for a readers and writers festival.

### Our Commitment to The Community

- We highlight local writers.
- We bring entertaining and engaging arts programming to Hamilton residents.
- We offer free events and maintain a low ticket price to ensure events are accessible.



## gritLIT Programs

### English and French language readings at local schools

Students are introduced to the joys of reading by interacting with authors and participating in lively discussions about books.

### Year-round events

Readings, discussions, and workshops, often presented in partnership with other local organizations such as LiT LiVe, Arts Hamilton, the Hamilton Public Library, and the Hamilton Poetry Centre.

### Annual writing contest

A short story and poetry contest open to all Canadian writers. Winners receive a cash prize, an invitation to read at the festival, and have their winning submission published in the gritLIT anthology.

### Meet-up group for local writers

Provides local writers a venue to write, network, and discuss their work. Writers of all skill and experience levels are welcome.

## gritLIT Authors

Since 2004, gritLIT has attracted Canada's biggest literary names and introduced audiences to talented up-and-coming local authors. Writers who have appeared at past festivals include **Scott Chantler, Lynn Coady, Emma Donoghue, Will Ferguson, Rawi Hage, Lawrence Hill, Nino Ricci, Madeleine Thien, and Richard Wagamese.**

*“Thank you for putting together an incredible literary festival, one of the best I’ve had the honour of being a part of.”*

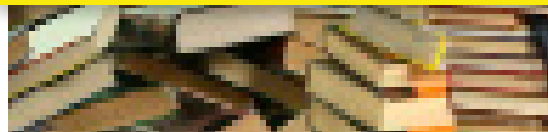
**Adebe Derango-Adem, Toronto’s First Junior Poet Laureate**





**“gritLIT is a wonderful, well-organized, intimate festival in a beautiful location. You should be proud of your amazing work!”**

*ALISON PICK, BEST-SELLING AUTHOR AND  
MEMBER OF THE 2015 GILLER JURY*



## Sponsorship Opportunities

### What does it mean for you?

- Increased brand visibility
- Meaningful community engagement
- Exclusive hospitality experiences for your clients and staff

### Magnum Opus Sponsor: \$10,000+

Customizable sponsorship packages are available at the Magnum Opus level.

### Epic Novel Sponsor: \$5,000 - \$9,999

- Logo placement on all print marketing materials
- Logo placement in all advertising
- One full-page, full-colour ad in the gritLIT program
- Logo and link on gritLIT website
- Logo placement on all event signage
- Social media recognition
- Invitation to an exclusive welcome dinner with gritLIT authors
- Ten weekend passes to the festival

### First Novel Sponsor: \$2,500 - \$4,999

- Logo placement on all print marketing materials
- One half-page, full-colour ad in the gritLIT program
- Logo and link on gritLIT website
- Recognition on all event signage
- Social media recognition
- Ten weekend passes to the festival





## Sponsorship Opportunities

### Novella Sponsor: \$1,000 - \$2,499

- Logo placement on all print marketing materials
- One quarter-page, full-colour ad in the gritLIT program
- Logo and link on gritLIT website
- Recognition on all event signage
- Social media recognition
- Ten festival event passes

### Short Story Sponsor: \$500 - \$999

- Logo placement in gritLIT program
- Logo and link on gritLIT website
- Recognition on all event signage
- Social media recognition
- Six festival event passes

If you are interested in sponsoring gritLIT, please contact Executive Director Jennifer Gillies by phone at 905-972-9885, or by email at [jennifer@gritlit.ca](mailto:jennifer@gritlit.ca).

**“It’s a fabulous festival. You should be proud! Hamilton is lucky to have you.”**

*SHARI LAPENA, AWARD-WINNING AUTHOR*