



SPONSORSHIP & EXHIBITOR PROSPECTUS

2024
FESTIVAL
OF FAITH
& WRITING



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FESTIVAL 2024 SPEAKERS (MORE TO BE ANNOUNCED)

Kaveh Akbar

M.T. Anderson

Elan Babchuck

Fred Bahnson

Amy Julia Becker

Sonya Bilocerkowycz

Sarah Blake

Bryan Bliss

Anne Bogel

Byron Borger

Daniel Bowman, Jr.

Ayşe Papatya Bucak

Casey Cep

Danielle Chapman

S.J. Dahlman

Peter Ho Davies

Adam Day

Jennifer De Leon

Mary DeMuth

Matthew Dickerson

Kent and Kevin Dixon

Anthony Doerr

Margaret Feinberg

Leslie Leyland Fields

Ruth Graham

Yaa Gyasi

Silas House

Sarah Hurwitz

Jessica Jacobs

Rachel Pieh Jones

Laleh Khadivi

Kenneth Kraegel

Aviya Kushner

Paul Lisicky

Maurice Manning

Marilyn McEntyre

Nishta Mehra

Diane Mehta

Meghan O’Gieblyn

Mitali Perkins

Karen Swallow Prior

Patrick Reyes

Natasha Sistrunk Robinson

Rebecca Sheir

Tracy Sherrod

Andrew Silver

Curtis Sittenfeld

James K.A. Smith

Tracy K. Smith

Traci Sorell

Suzanne Stabile

Randy-Michael Testa

Truth's Table

Jemar Tisby

Asma Uddin

Charlotte Jones Voiklis

Chanequa Walker-Barnes

Lauren K. Watel

Christian Wiman

Hilary Yancey

Follow us on social media for weekly updates about 2024 speakers, Festival news, registration, local events, and more:



ABOUT US

FFW HISTORY

The Calvin Center for Faith & Writing's biennial Festival of Faith & Writing is a three-day celebration of reading, writing, storytelling, and belief.

Drawing more than 2,000 people from across the world to Grand Rapids, Michigan, the Festival hosts diverse voices and perspectives, all coming together in thoughtful reflection on the stories that we shape and that also shape us.



Since our first gathering in 1990, we have been privileged to host conversations with hundreds of writers, musicians, editors, filmmakers, & journalists, including:

Chimamanda Ngozi Adichie

Kwame Alexander

Maya Angelou

Nadia Bolz-Weber

Frederick Buechner

Michael Chabon

Edwidge Danticat

Kate DiCamillo

Jonathan Safran Foer

Jen Hatmaker

Mary Karr

Anne Lamott

Min Jin Lee

Joyce Carol Oates

Katherine Paterson

Marilynne Robinson

Salman Rushdie

George Saunders

Luci Shaw

Zadie Smith

Krista Tippett

John Updike

Miroslav Volf

Elie Wiesel

Christian Wiman

Tobias Wolff

Philip Yancey

& many others

In its nearly 35 years, the Festival has grown into an event with a life that reaches well beyond three days in April. The connections made during each Festival play out year round at book clubs, writing desks, publishing houses, and galleries, and through the ongoing work of the Calvin Center for Faith & Writing (CCFW).



3 DAYS
+1 OPTIONAL WORKSHOP DAY

60+ **PASSIONATE SPEAKERS**

2,000+ **ATTENDEES**
45 STATES 16 COUNTRIES

6,400+ **SOCIAL MEDIA FOLLOWERS**

8,700+ **E-NEWSLETTER READERS**



Festival takes place on the campus of Calvin University, located at 3201 Burton S.E., Grand Rapids, MI 49546



SPONSORSHIP & EXHIBIT OPPORTUNITIES OVERVIEW

Sponsors have long played a vital role in helping us offer outstanding programming while keeping Festival accessible to as many people as possible. The following pages offer an array of opportunities—many of them new or enhanced in 2024—for organizations to support the literary arts and build meaningful relationships with Festivalgoers.

5 TIERS OF SPONSORSHIP

DETAILS ON PAGE #7

A range of sponsorship packages—from "Premier" (\$20,000) to "Supporter" (\$1,500)—allow a set number of sponsors to connect with Festival's niche audience in a creative, multi-faceted way.

PLENARY SPONSOR

DETAILS ON PAGE #8

Fund a top-tier speaker to address the Festival audience. Speakers are pre-selected by the Festival Committee; sponsorship amounts vary, as price points for speaking fees and travel costs are wide-ranging.

ACCESSIBILITY SPONSOR

DETAILS ON PAGE #8

Festival aims to be an accessible and sensory-friendly event. Help us extend Festival's hospitality to as many people as possible.

TRANSPORTATION SPONSOR

DETAILS ON PAGE #8

Provide funding for the Festival's on-campus shuttle buses, allowing attendees with mobility limitations to travel to and from sessions with greater ease.

COFFEE BREAK SPONSOR

DETAILS ON PAGE #8

Coffee breaks provide opportunities for attendees to mingle and refuel between sessions. Fund one day or all three.

DIGITAL & PRINT ADS

DETAILS ON PAGE #9

Promote your mission or latest project via ads in the Festival program and/or our monthly newsletter, *Faithful Reader*.

EXHIBIT HALL

DETAILS ON PAGE #10

The social hub of the Festival, the Exhibit Hall provides sponsors space to host book signings, sell their wares, connect with writers, and more. Plus, the perks of being an exhibitor include registration waivers, reception space, and the option to set up a virtual exhibit booth on the Festival app.



5 TIERS OF SPONSORSHIP

TIERS & BENEFITS	PREMIER \$20,000	PRESENTING \$10,000	MAJOR \$5,000	PATRON \$3,000	SUPPORTER \$1,500
EXHIBIT HALL SPACE	Two (2) booths	One (1) booth	One (1) table	N/A	N/A
PROGRAM AD	Full page, full color	Half page, full color	Quarter page, full color	Quarter page, full color	N/A
PROGRAM RECOGNITION	Full-color logo	Full-color logo	Full-color logo	Full-color logo	Text listing
WEBSITE RECOGNITION	Full-color logo	Full-color logo	Full-color logo	Full-color logo	Text listing
EVENT APP RECOGNITION	Full-color logo	Full-color logo	Full-color logo	N/A	N/A
E-NEWSLETTER RECOGNITION*	One (1) banner ad	One (1) banner ad	One (1) banner ad	N/A	N/A
SOCIAL MEDIA RECOGNITION**	One (1) spotlight post	One (1) spotlight post	One (1) tagged mention	One (1) tagged mention	N/A
PLENARY RECOGNITION	Full-color logo on pre-session slides	Full-color logo on pre-session slides	N/A	N/A	N/A
FESTIVAL STAFF T-SHIRTS	Logo on back	N/A	N/A	N/A	N/A
EVENING RECEPTION SPACE***	Priority booking	Priority booking	Priority booking	N/A	N/A
REGISTRATION WAIVERS	10	6	3	2	1

With your support, the Festival of Faith & Writing can continue to cultivate a lively community of readers and to celebrate excellent writing that takes faith seriously.



*Sponsors at the Patron and Supporter tiers may purchase an e-newsletter banner ad and will be given priority over non sponsors. See page 9 for pricing and specs.

**Crossposted on Facebook, Instagram, and LinkedIn.

***Sponsors at the Major tier and above will be given priority access to booking evening reception spaces on campus. See page 10 for more information.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

We are always eager to work with sponsors to ensure they are supporting Festival in a way that aligns with their organizational or individual values. Along with customizing sponsor opportunities, we are looking for sponsors in the following areas:

ACCESSIBILITY SPONSOR \$5,000

Festival aims to be an accessible and sensory-friendly event. Help increase the accessibility of Festival for as many people as possible by providing quiet spaces, ASL interpreters, nursing rooms, wheelchair ramps, specialized transportation, and other alterations that are installed around Festival's temporary stages and spaces.

- Name/logo displayed on all corresponding Festival slides
- Name/logo displayed on all corresponding signage
- Recognized in program as Accessibility Sponsor

TRANSPORTATION SPONSOR \$3,000 - THREE AVAILABLE

Provide funding for the Festival's on-campus shuttle buses, allowing attendees with mobility limitations to travel to and from sessions with greater ease. Support at this level covers the cost of one of three buses.

- Name/logo displayed on one shuttle bus
- Name/logo displayed on all corresponding signage

COFFEE BREAK SPONSOR \$2,000 - THREE AVAILABLE

Attendees will have 30 minutes between each morning and afternoon session to stop by their choice of three coffee break locations. Support at this level funds all coffee breaks on one day.

- Name/logo displayed on all corresponding signage
- Name/logo displayed in *Festival Daily* newsletter

PLENARY SPONSOR VARIED AMOUNTS

Fund an already-selected, top-tier speaker to address the Festival audience.

- Verbal sponsor recognition as part of the plenary introduction
- Listed in program as the plenary's presenting sponsor
- Name/logo displayed as part of the Festival plenary slide
- If applicable, the opportunity to play a 2-minute intro video about the sponsor organization (video is provided by sponsor and must be vetted & approved by the CCFW creative team)
- Additional customized benefits to align with the sponsor's objectives and preferences



DIGITAL & PRINT ADVERTISING

IN FAITHFUL READER, THE CCFW'S E-NEWSLETTER

\$400 PER BANNER AD

Sent to more than 8,700 subscribers at the beginning of each month, *Faithful Reader* features Festival news and information, behind-the-scenes features, links related to past and future speakers, and a preview of the latest episodes of *Rewrite Radio*.

The newsletter consistently performs well; **57.9% of subscribers opened our most recent issue** (industry average is 25.7%) with an 11.7% click rate (industry average is 2.79%) for enclosed links.

Size: 560px wide x 180px high

File type: .GIF, .JPG, or .PNG

Due: by noon on the last Wednesday of the month

Please Note: *Faithful Reader* includes one clickable banner ad in each monthly edition. Depending on demand for this advertising space, your ad may be placed in an e-newsletter that deploys after Festival 2024. Availability is limited; priority will be given to 2024 Festival sponsors.

IN THE FESTIVAL'S PROGRAM

\$500 PER HALF PAGE

\$800 PER FULL PAGE

Showcase your organization and its products in the printed conference program distributed to all 2024 Festival attendees and speakers.

There's no limit on number of ads.

Full page ad is 5.875" wide x 10.625" high

Half page ad is 5.875" wide x 5.125" high

*Quarter page, horizontal ad is 5.875" wide x 2.375" high

*Quarter page, vertical ad is 2.75" wide x 5.125" high

File type: .PDF; High-res (300dpi) CMYK format

Due: Friday, March 1, 2024

*Quarter page ads are available only as part of certain sponsorship packages (see pg. 7).

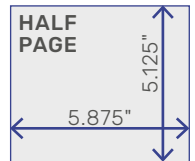
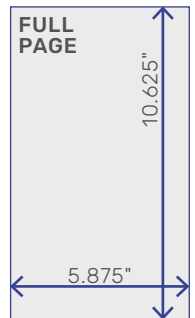



EXHIBIT HALL

Our Exhibit Hall is located in the Prince Conference Center, just steps away from a Festival help desk, coffee break station, and session rooms.

SPACE OPTIONS

OPTION A

 **10' x 10' Booth**
\$850 per booth

Includes one 6' table with skirting and two chairs for your staff; up to 2 registration waivers; ability to host book signings at booth for affiliated authors; access to reception space in the Prince Conference Center for book releases, promoted educational opportunities, writers' groups, etc.

OPTION B

 **6' Table**
\$550 per table

Includes one 6' table with skirting and two chairs for your staff; up to 2 registration waivers; ability to host book signings at table for affiliated authors; access to reception space in the Prince Conference Center for book releases, promoted educational opportunities, writers groups, etc.

EXHIBITOR BENEFITS

COMPLIMENTARY REGISTRATIONS

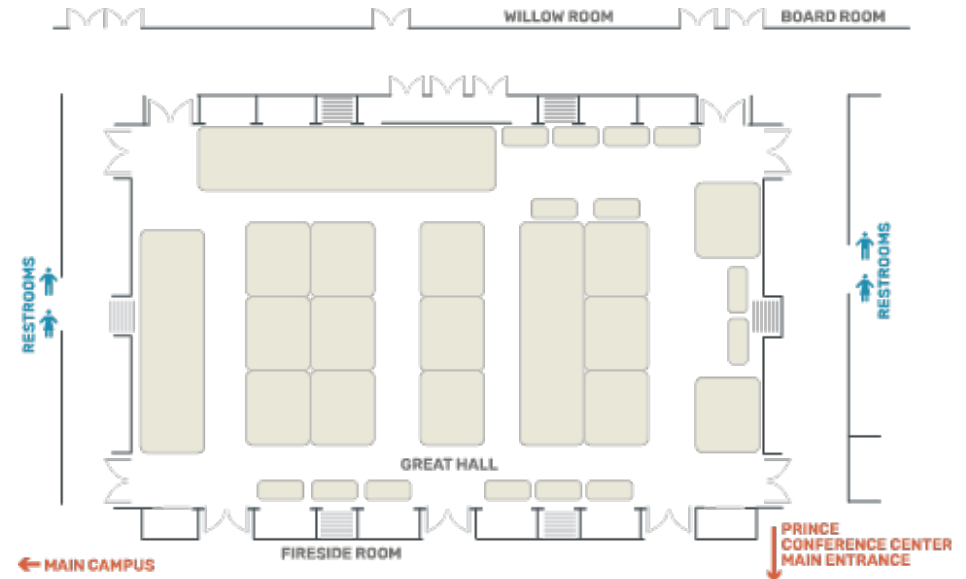
These exhibitor badges (up to 2) are meant for staff members whose primary role involves staffing or managing a booth or table inside the Exhibit Hall during the Festival.

FESTIVAL APP - \$75 ADD ON!

Build a virtual exhibit booth in Whova, the Festival's event app. You'll have the ability to gather contacts via QR code scanning, upload promo offers, and chat with Festivalgoers via the app.

BOOK SIGNINGS

The Festival hosts at least one signing for each featured speaker. Exhibitors that wish to hold additional signings—or signings for their authors who are in attendance but not on the Festival roster—are free to do so at their booth during hall hours. Please note that the Festival does not have the capacity to advertise these in-booth signings.



NEW THIS YEAR: We are expanding the Exhibit Hall into the Fireside Room! With more space to offer, we'll be able to accommodate even more exhibitor applications.

WIRELESS INTERNET ACCESS

Wireless Internet access is available throughout the Exhibit Hall free of charge.

ELECTRICITY

Access to electricity is limited, but can be requested on the application. Upon request, power may be routed to your booth or table space, if available.

RECEPTION SPACE

Exhibitors are welcome – if availability allows* – to host an evening event in a gathering space on campus. Past receptions have celebrated new book releases, promoted educational opportunities, and provided online writers groups a chance to hang out in person. Festival staff will walk you through all the arrangements, including pricing for space rental and catering.

*Priority will be given to sponsors at the Major tier and above.

QUESTIONS? READY TO GO?

Fill out the **2024 Sponsorship Application** [HERE](#);

a member of the CCFW staff will follow up to answer your questions, clarify and confirm your selections, and process payment.

Early November, 2023 – Priority review of sponsor applications

January 12, 2024 – Sponsorship application closes at 11:59pm

February 16, 2024 – Deadline for all ad & sponsorship materials

Sponsorship is confirmed only after payment is processed. Festival reserves the right to bypass applications or materials that are incongruent with the [CCFW's mission](#) or undermine its spirit of hospitality.

CONTACT

Calvin Center for Faith & Writing
1795 Knollcrest Circle SE, Grand Rapids, MI 49546
(616) 526-2239 • CCFW@calvin.edu



ABOUT THE CALVIN CENTER FOR FAITH & WRITING

Thanks to a generous lead donation by Bob and Shelley Hudson, the Calvin Center for Faith & Writing (CCFW) was established in 2016 to oversee the biennial Festival of Faith & Writing and to launch long-dreamed-of initiatives, including:

- CCFW Digital Studio
- Hudson-Townsend Publishing Institute (HPI)
- CCFW Speaker Series
- Community Events

Today, the CCFW fosters scholarship and community around the literary arts at the intersection of faith & literature, expanding upon the conversations that often begin at Festival to provide resources, events, and educational opportunities for students and readers of all ages. Learn more at www.CCFW.calvin.edu.

CALVIN CENTER FOR FAITH & WRITING