### FESTIVAL 2024 SPEAKERS
(MORE TO BE ANNOUNCED)

<table>
<thead>
<tr>
<th>Kaveh Akbar</th>
<th>Adam Day</th>
<th>Aviya Kushner</th>
<th>Tracy K. Smith</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.T. Anderson</td>
<td>Jennifer De Leon</td>
<td>Paul Lisicky</td>
<td>Traci Sorell</td>
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<tr>
<td>Elan Babchuck</td>
<td>Mary DeMuth</td>
<td>Maurice Manning</td>
<td>Suzanne Stabile</td>
</tr>
<tr>
<td>Fred Bahnson</td>
<td>Matthew Dickerson</td>
<td>Marilyn McEntyre</td>
<td>Randy-Michael Testa</td>
</tr>
<tr>
<td>Amy Julia Becker</td>
<td>Kent and Kevin Dixon</td>
<td>Nishta Mehra</td>
<td>Truth’s Table</td>
</tr>
<tr>
<td>Sonya Bilocerkowycz</td>
<td>Anthony Doerr</td>
<td>Diane Mehta</td>
<td>Jemar Tisby</td>
</tr>
<tr>
<td>Sarah Blake</td>
<td>Margaret Feinberg</td>
<td>Meghan O’Gieblyn</td>
<td>Asma Uddin</td>
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<tr>
<td>Bryan Bliss</td>
<td>Leslie Leyland Fields</td>
<td>Mitali Perkins</td>
<td>Charlotte Jones Voiklis</td>
</tr>
<tr>
<td>Anne Bogel</td>
<td>Ruth Graham</td>
<td>Karen Swallow Prior</td>
<td>Natasha Sistrunk Robinson</td>
</tr>
<tr>
<td>Byron Borger</td>
<td>Yaa Gyasi</td>
<td>Patrick Reyes</td>
<td>Rebecca Sheir</td>
</tr>
<tr>
<td>Daniel Bowman, Jr.</td>
<td>Silas House</td>
<td>Tracy Sherrod</td>
<td>Tracey Sheir</td>
</tr>
<tr>
<td>Ayşe Papatyia Bucak</td>
<td>Sarah Hurwitz</td>
<td>Andrew Silver</td>
<td>Christian Wiman</td>
</tr>
<tr>
<td>Casey Cep</td>
<td>Jessica Jacobs</td>
<td>Curtis Sittenfeld</td>
<td>Hilary Yancey</td>
</tr>
<tr>
<td>Danielle Chapman</td>
<td>Rachel Pieh Jones</td>
<td></td>
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<tr>
<td>S.J. Dahlman</td>
<td>Laleh Khadivi</td>
<td></td>
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<tr>
<td>Peter Ho Davies</td>
<td>Kenneth Kraegel</td>
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</tbody>
</table>

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

[LinkedIn] [Facebook] [Instagram]
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).
Festival takes place on the campus of Calvin University, located at 3201 Burton S.E., Grand Rapids, MI 49546
SPONSORSHIP & EXHIBITOR 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

<table>
<thead>
<tr>
<th>Tiers &amp; Benefits</th>
<th>Premier $20,000</th>
<th>Presenting $10,000</th>
<th>Major $5,000</th>
<th>Patron $3,000</th>
<th>Supporter $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Hall Space</strong></td>
<td>Two (2) booths</td>
<td>One (1) booth</td>
<td>One (1) table</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Program AD</strong></td>
<td>Full page, full color</td>
<td>Half page, full color</td>
<td>Quarter page, full color</td>
<td>Quarter page, full color</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Program Recognition</strong></td>
<td>Full-color logo</td>
<td>Full-color logo</td>
<td>Full-color logo</td>
<td>Full-color logo</td>
<td>Text listing</td>
</tr>
<tr>
<td><strong>Website Recognition</strong></td>
<td>Full-color logo</td>
<td>Full-color logo</td>
<td>Full-color logo</td>
<td>Full-color logo</td>
<td>Text listing</td>
</tr>
<tr>
<td><strong>Event App Recognition</strong></td>
<td>Full-color logo</td>
<td>Full-color logo</td>
<td>Full-color logo</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>E-Newsletter Recognition</strong></td>
<td>One (1) banner ad</td>
<td>One (1) banner ad</td>
<td>One (1) banner ad</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Social Media Recognition</strong></td>
<td>One (1) spotlight post</td>
<td>One (1) spotlight post</td>
<td>One (1) tagged mention</td>
<td>One (1) tagged mention</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Plenary Recognition</strong></td>
<td>Full-color logo on pre-session slides</td>
<td>Full-color logo on pre-session slides</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Festival Staff T-Shirts</strong></td>
<td>Logo on back</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td><strong>Evening Reception Space</strong></td>
<td>Priority booking</td>
<td>Priority booking</td>
<td>Priority booking</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Registration Waivers</strong></td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

*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:

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
</table>
| **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.

**BOOKSIGNINGS**
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.

**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.

**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.
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 Knollicrest 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.