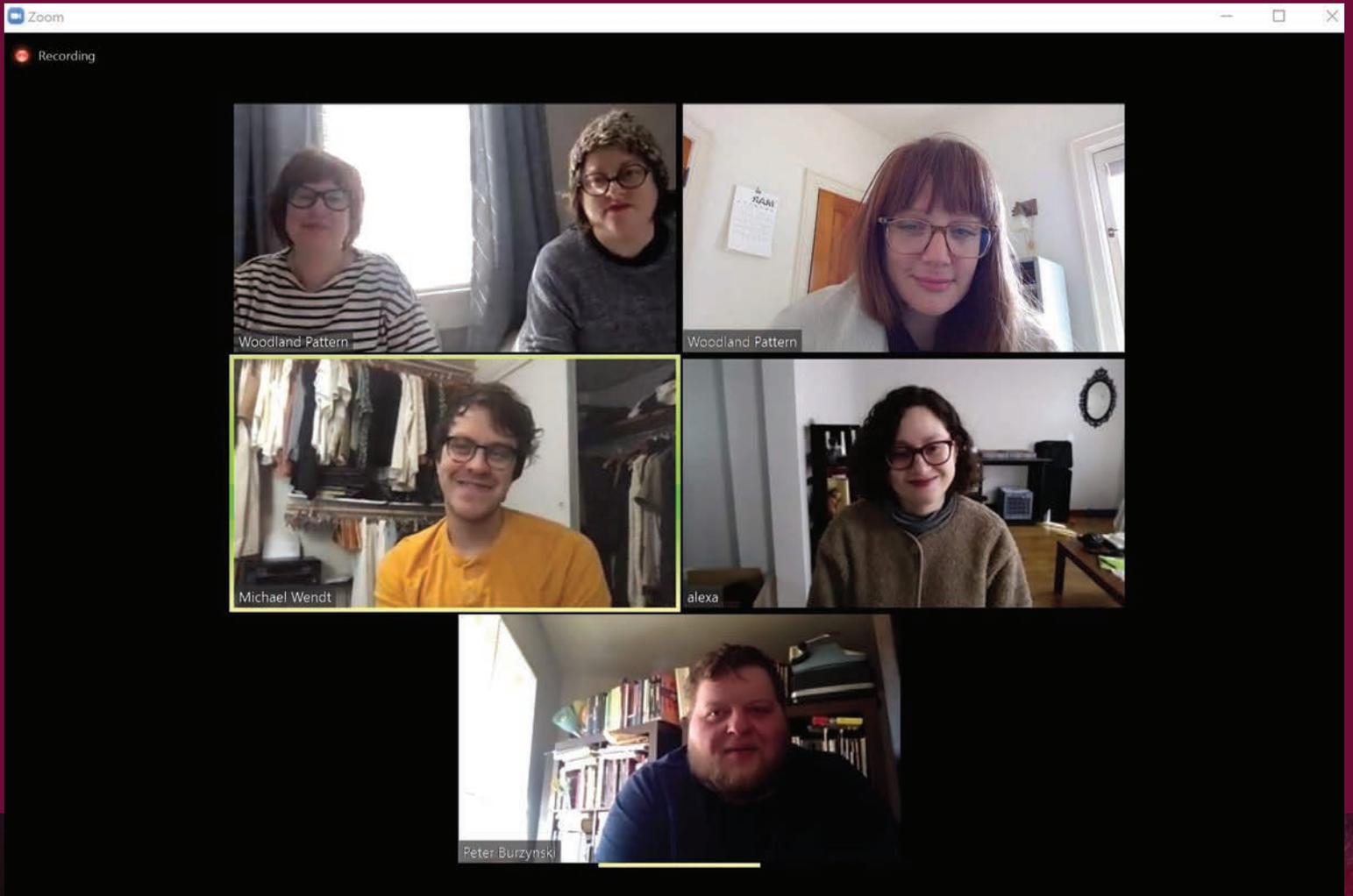




**WOODLAND**  
**PATTERN** Book Center

2020-21 **SPONSORSHIP**

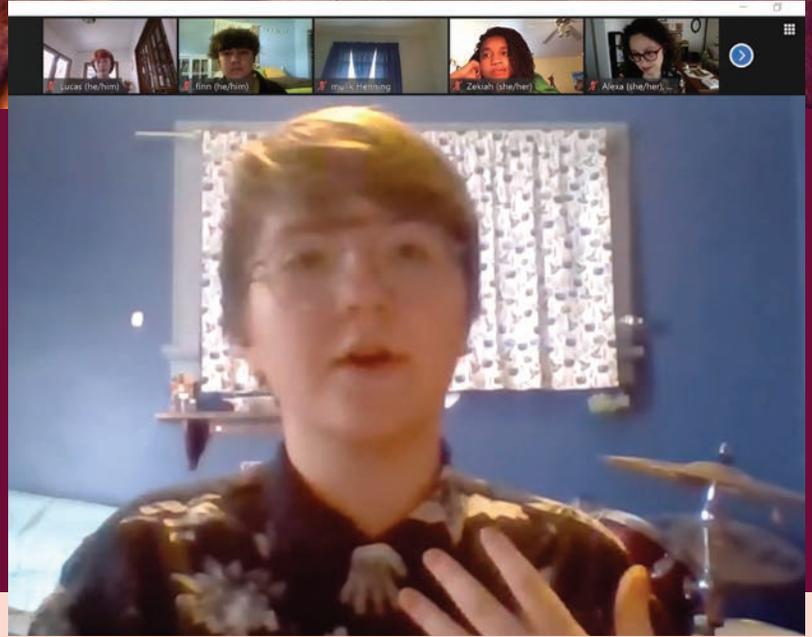




## WHO WE ARE

Woodland Pattern is a poet- and artist-run nonprofit center that has been serving Milwaukee since 1979. For forty years, we have acted as a bridge between local and national communities of writers, musicians, and artists while offering a space for people in our immediate community to gather, learn, perform, share ideas, and build relationships that make our city stronger. By supporting us, you help promote a lifetime practice of reading and writing in Milwaukee through programs that encourage exchange across the performing, visual, and literary arts.

# INVESTING IN A LIFETIME PRACTICE OF READING & WRITING



- Help us serve 19,000+ people of all ages, backgrounds, and income levels.
- Help us present 300+ programs, including writing and book discussion groups, poetry readings and spoken word performances, concerts, films, art exhibitions, public murals, workshops for adults, and after-school classes and summer camps for children and youth.
- Uplift young people. Over a third of our programs serve children and youth, 96% of whom are economically disadvantaged. Our year-round inter-arts writing classes help improve self-confidence, promote higher levels of literacy, and increase graduation rates.
- Support seniors. Approximately 50% of our adult programs involve artists 55+ in age. Reading, writing, and the arts have proven mental, social, physical, and emotional benefits for older people.
- Support underserved members of our society. We coordinate community groups and reading series that specifically address the needs of vulnerable populations, such as veterans, Native Americans, and people who identify as POC and/or LGBTQ+.
- Be a champion for poetry and non-commercial literature. Our nonprofit book center supports poets, independent publishers, book artists, local writers, and self-published authors in ways that are inconceivable for a commercial bookseller.
- Preserve a one-of-a-kind cultural resource. Our 25,000+ titles include the largest collections of haiku in North America, of small-press poetry in the U.S., and of Native American literature in Wisconsin. Our center also houses the largest selection anywhere of books by Wisconsin writers—all available to read on-site with no pressure to purchase.

# WHY BECOME A SPONSOR?

Woodland Pattern is one of only a handful of poetry organizations in the country, and one of the longest-running. Your support sustains this independent home for poetry and the arts, providing funding for advanced literacy, critical thinking, creative expression, and community-building in the greater Milwaukee area. Our programs and resources directly benefit Milwaukee residents through the experience of increased well-being while helping build a mentally healthier, more resilient, more imaginative, more compassionate, more knowledgeable, and more inclusive city.

**JOIN US** in making Milwaukee a better place to live through literature and the arts  
**GIVE BACK** to your community by supporting the fundamental benefits associated with literacy and creativity

**ELEVATE** your philanthropic identity within the community

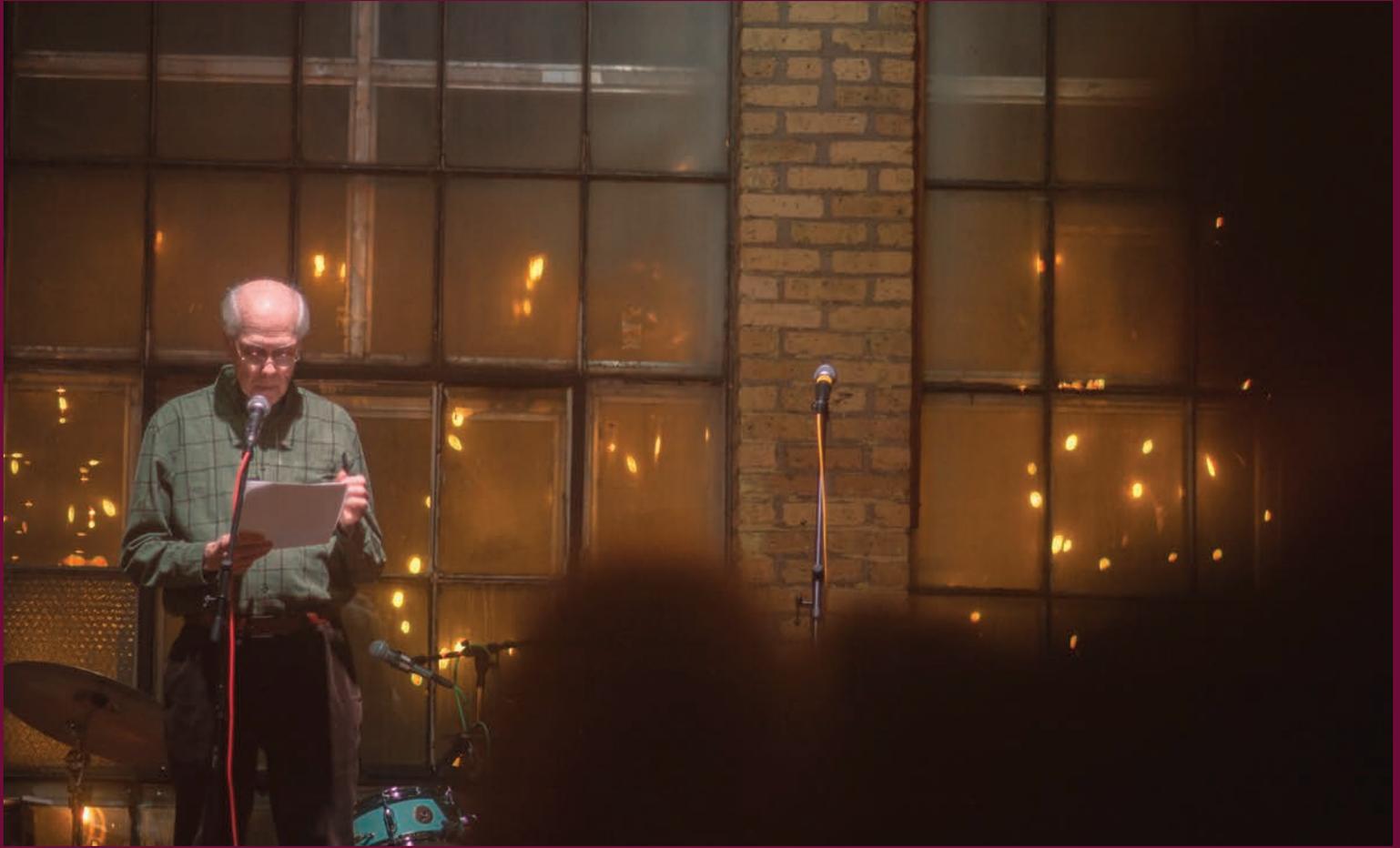
**STRENGTHEN** your company's reputation as a good corporate citizen to your customers, employees, and local residents

## TWO OPTIONS FOR SPONSORSHIP THAT MAKE IT EASY TO SHOW YOUR SUPPORT

- 1) Become a sponsor for one of our two yearly fundraisers.
- 2) Choose a sponsorship package that incorporates both events.



# FALL GALA



Traditionally, our fall gala features a reception, silent auction, and a program featuring a nationally recognized poet alongside an accompanying musical performance, and is attended by approximately 150+ patrons, business people, community leaders, and arts enthusiasts from the Milwaukee area. Having foregone this special event in 2020 due to Covid-19, we are cautiously looking forward to hosting the gala once again in 2021

## GALA SPONSORSHIP LEVELS

LEVEL	AMOUNT
Epic	\$5,000 (only 1 available)
Canto	\$1,000 (only 5 available)
Sonnet	\$600
Haiku	\$400



# GALA SPONSORSHIP BENEFITS

	\$400	\$600	\$1,000	\$5,000
Tickets	2	4	6	12
Thank You by Name: Event Signage, Program, Email, Print Newsletter, Website	X	X	X	X
Thank You with Logo		X	X	X
Special Acknowledgment from the Stage + Press Release + Premium Acknowledgment as Presenting Sponsor (Chyron) + Press Release			X	X
365-Day Recognition as Ongoing Partner + 3 Dedicated Social Media Posts				X



# POETRY MARATHON

Every year on the last Saturday in January, 150 local poets, authors, and musicians have traditionally convened at Woodland Pattern to participate in our 15-hour Marathon reading. While an in-person Marathon will not be possible in 2021, we have other exciting plans in place: For the first time ever, we will gather virtually on the last Saturday and Sunday of January for a two-day nationwide broadcast of poets not only from Milwaukee and around Wisconsin, but from all over the country. Celebrated small presses are being invited to curate hours in addition to the beloved hours sponsored by local and regional poets and organizations. As usual, each person appearing will read for five minutes and will be sponsored by a business, friend, or relative. These contributions will then be matched by a corporate or private sponsor for the hour. Approximately 700 people attended the event over the course of the day in 2020, and this year—thanks to our national audience—we expect hundreds more!



## MARATHON SPONSORSHIP LEVELS

LEVEL	AMOUNT
Presenting	\$2,500
Major	\$1,000
Hour	\$400



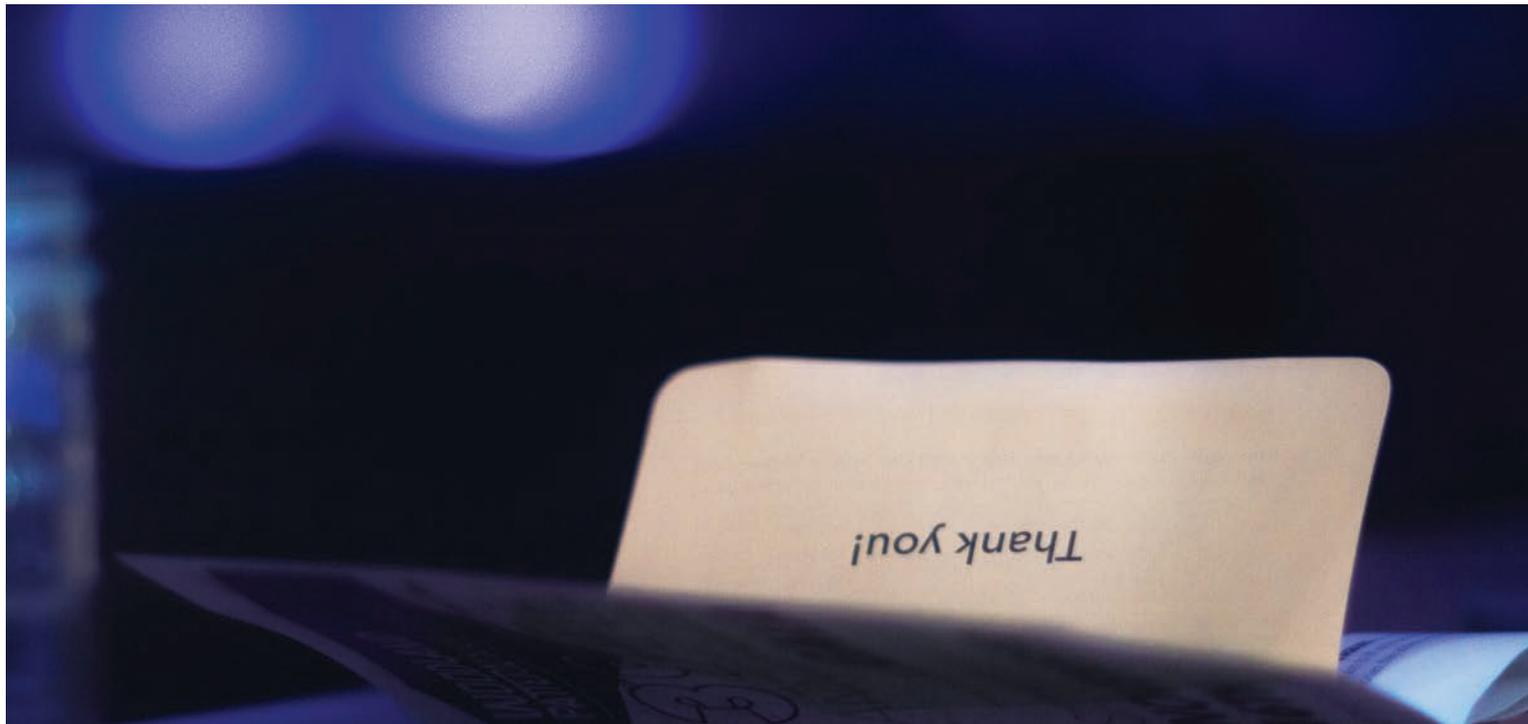
# POETRY MARATHON SPONSORSHIP BENEFITS

	\$400	\$1,000	\$2,500
Thank You by Name: Flyer, Event Program, Email, Print Newsletter, Website	X	X	X
Thank You with Logo	X	X	X
Special Acknowledgment during Your Hour of Sponsorship	X		
Special Recognition Throughout Event during EACH HOUR of the Marathon + Press Release		X	X
365-Day Recognition as Ongoing Partner + 3 Dedicated Social Media Posts			X

# SPONSORSHIP PACKAGES

	\$1,000	\$2,000	\$7,500
PATRON - Marathon Hour (\$400) + Gala Sonnet (\$600)	X		
HERO - Marathon Major (\$1,000) + Gala Canto (\$1,000)—only 3 available		X	
CHAMPION - Marathon Presenting (\$2,500) + Gala Epic (\$5,000)—only 1 available			X
Recognition in our Annual Report	X	X	X
1-Year Membership Benefits for Employees or up to 10 friends (10% off all books, workshops, & ticketed events)		X	X
Additional Recognition at 4 Poetry in the Park Events (June–Sept at Juneau Park)			X
Donor Spotlight Story in our Annual Report			X

# SPONSORSHIP COMMITMENT FORM



## I agree to sponsor Woodland Pattern's

Fall Gala  Poetry Marathon  Both Events

Level or Package: \_\_\_\_\_ \$ \_\_\_\_\_

Name to appear in sponsorship listing:

\_\_\_\_\_

Contact: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Notes:

Check (payable to Woodland Pattern Book Center)

Credit Card

CC Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Billing Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

**Please return form to WOODLAND PATTERN, ATTN: SPONSORSHIPS**

Or scan and email to: [woodlandpattern@sbc.global.net](mailto:woodlandpattern@sbc.global.net)

For more information, contact Executive Directors **JENNY GROPP & LAURA SOLOMON**



720 East Locust Street, Milwaukee, WI 53212 | (414) 263-5001 | [woodlandpattern.org](http://woodlandpattern.org)