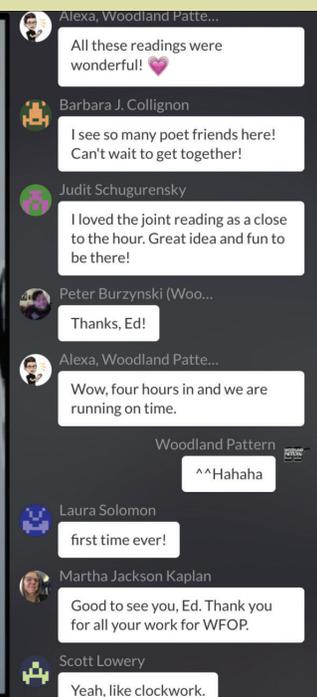




2022-2023

POETRY MARATHON

SPONSORSHIP

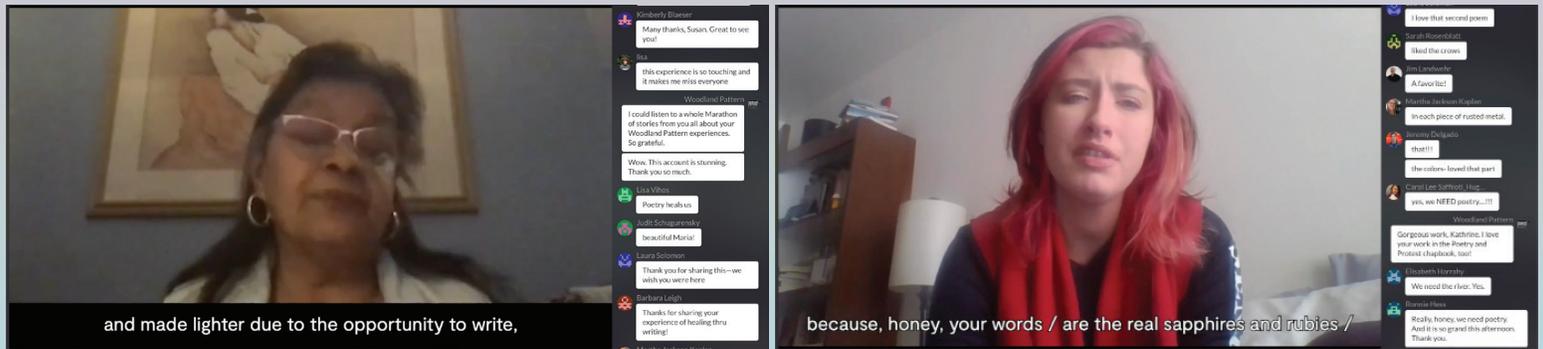




WHO WE ARE

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 25,000+ people of all ages, backgrounds, and income levels.
- Help us present 350+ 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 historically marginalized and/or underserved people. Many of our community groups and reading series specifically address the needs of vulnerable populations such as veterans, seniors, Native Americans, people of color, and those who identify as 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.

POETRY MARATHON

For more than a quarter-century, poets from Milwaukee and the region have traditionally convened at Woodland Pattern on the last Saturday of January to participate in a 15-hour marathon reading. Unable to safely host the event in person at the book center since the pandemic, for the past two years we have opted for a live streamed version and—to compensate for not being in person—expanded the Poetry Marathon to 24 hours. The results have been extraordinary. In 2021 and 2022, we averaged 300 Marathon participants for each event and an audience of 2,000 people, who hailed not only from Milwaukee and Wisconsin but also from across the United States and beyond.

Once again, we are planning for a 24-hour virtual marathon, with fingers crossed that it could be our last online-only iteration of this beautiful event. **This year's Marathon will take place on Saturday, January 28 and on Sunday, January 29 from 10 am to 10 pm both days. All 24 hours will be livestreamed via Crowdcast.** Once more, celebrated small presses are being invited to curate hours in addition to those curated by local and regional poets and organizations. As usual, each poet appearing will read for up to 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 and supplemented by presenting, premier, and supporting sponsorships.

The Poetry Marathon has always been critical to Woodland Pattern's programming and operations, as it helps us begin each year on solid financial footing. Since the pandemic, the Marathon has only grown in importance as a fundraiser. For the past two years, we have needed to raise not only enough funds to cover the loss of an in-person Marathon, but also for canceled galas in 2020 and 2021. Happily, we have exceeded our goal on both occasions, and with your help we hope the same will be true for our 29th Marathon, as proceeds for this year's event will also help support a new nationally affiliated Milwaukee Youth Poet Laureate program. Right now, a dozen Milwaukee public schools are implementing an empowering MYPL course curriculum that focuses equally on creative writing and critical thinking. Developed by Wisconsin Poet Laureate Dasha Kelly Hamilton, this course—unique to Milwaukee's Youth Poet Laureate program—will also be available through free public workshops at Woodland Pattern. And in April of 2023, during National Poetry Month, Milwaukee's first Youth Poet Laureate will be selected! As a sponsor of the 29th Annual Poetry Marathon, you will not only help usher in Woodland Pattern's 43rd consecutive season of programming but will also have an outsized impact on the success of this promising new initiative administrated by Woodland Pattern.

Thank you in advance for supporting our work and for joining us in honoring the many individual creative practices that compose and enrich our vast community.

POETRY MARATHON SPONSORSHIP LEVELS

LEVEL	AMOUNT
Presenting / Epic	\$5,000
Premier / Canto	\$2,500
Supporting / Sonnet	\$1,000
Hour / Haiku	\$500



POETRY MARATHON SPONSORSHIP BENEFITS

	\$500	\$1,000	\$2,500	\$5,000
Thank You by Name and/or Logo: Flyer, Event Program, Email, Print Newsletter, Website	X	X	X	X
Live Video + Special Acknowledgement during Your Hour of Sponsorship	X			
Live Video + Special Recognition during EACH HOUR of the Marathon + Dedicated Social Media Post		X	X	X
Press Release + 365-Day Recognition as Ongoing Partner			X	X
1-Year Membership Benefits for up to 10 Employees or Friends (10% off all books, workshops, and ticketed events) + Spotlight Story in Our 2023 Annual Report				X

SPONSORSHIP COMMITMENT FORM



I agree to sponsor Woodland Pattern's Poetry Marathon

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@sbcglobal.net

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