



dear brother, beloved sister, intrepid citizen, loyal customer.

2024

POETRY MARATHON

SPONSORSHIP



WHO WE ARE

Woodland Pattern is a poet- and artist-run nonprofit center that has been serving Milwaukee since 1979. For more than 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 400+ 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.** Woodland Pattern is home to the Milwaukee Youth Poet Laureate Program, and over a third of our programs serve children and youth, 96% of whom are economically disadvantaged. Our year-round youth programs help improve self-confidence, promote higher levels of literacy, and increase graduation rates.
- **Support creativity and aging.** 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 groups.** Many of our programs specifically address the needs of veterans, seniors, Native Americans, people of color, and those who identify as LGBTQ+.
- **Be a champion for poetry and independent literature.** Our nonprofit book center supports poets, small-press 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

CELEBRATE 30 YEARS WITH US!

From 1994 through 2020, Woodland Pattern's Poetry Marathon gathered together poets on the last Saturday of January for an epic 15-hour community reading, showcasing voices of all ages from Milwaukee and the surrounding region. The event took place in our book center, welcoming hundreds of people inside to the warmth of each other's poems and the joy of shared listening. Over the years, the Marathon grew to gain national recognition in the literary arts community while becoming an increasingly beloved tradition among local attendees.

In 2021, the pandemic kept us from convening in person, but we knew the Marathon had to go on. In defiance of the virus, we expanded the event to a 24-hour livestreamed party, and the results were extraordinary—and they continue to be. For the past three years, we have averaged 300 Marathon participants for each event and an audience of 2,000 people, who have hailed not only from Milwaukee and Wisconsin but also from across the United States and beyond.

Now, in celebration of the Poetry Marathon's 30th Anniversary, we are preparing to bring everyone back together online once again for 24 hours of poetry and camaraderie. This year's Marathon will take place on **Saturday, January 27, and on Sunday, January 28, from 10 am to 10 pm both days. All 24 hours will be livestreamed via Crowdcast.**

Once more, small presses from around the country are being invited to curate hours in addition to those curated by local and regional poets and organizations. And as usual, every hour will feature ten poets appearing for up to five minutes, each of whom will seek to raise \$50 in pledges. 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. As a sponsor, you will add necessary fuel to Woodland Pattern's 44th consecutive season of programming, helping us bring poetry into public schools, parks, and community centers; into the homes of our virtual participants; and into our gallery and book center.

We thank you in advance for supporting our work, and for nourishing a vast community that, year after year, carries us into the future with its ever-evolving creative expression.

SPONSORSHIP LEVELS

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



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
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
Specially Designed Event T-Shirts for Employees or Friends	1	2	5	10

SPONSORSHIP COMMITMENT FORM



I agree to sponsor Woodland Pattern's Poetry Marathon

Level or Package: _____ \$ _____

Size(s) requested for T-shirt(s) _____

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: **info@woodlandpattern.org**

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

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