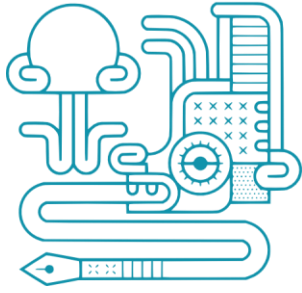


SAN MIGUEL
**Writers' Conference
& Literary Festival**

Sponsorship Opportunities



SAN MIGUEL
**Writers' Conference
& Literary Festival**

February 10–14, 2016, San Miguel de Allende, Gto, Mexico

As the largest and most prestigious co-cultural, bi-lingual literary gathering in the Americas, the San Miguel Writers' Conference & Literary Festival (SMWC) attracts prominent authors, established and emerging writers, industry experts, teaching professionals, and avid readers primarily from the United States, Canada, and Mexico.

In addition to the 750 participants in craft and commerce workshops and 12 master classes, another 10,000[±] seats are filled at main stage ballroom events (keynote presentations, expert panels and seminars) with tickets available to the public. It is an inspiring week of intellectual exchange, community connection, and cultural celebration.

The popularity and reputation of the Writers' Conference has grown exponentially since its humble beginnings in 2006, when a small team of volunteers produced a weekend event with 29 attendees. It has evolved into a spectacular five⁺ day gathering of thousands of thoughtful individuals who create an international co-cultural community on the lush grounds of the historic Hotel Real de Minas.

Today's SMWC lives up to the international standing of the town, designated a UNESCO World Heritage Site in 2008 and the #1 City in the World by *Condé Nast Traveler* in 2014.

2016 Keynote Presenters:

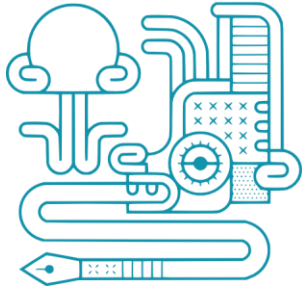
Joyce Carol Oates: *Lovehy, Dark, Deep*
Scott Simon: *Unforgettable*; NPR *Weekend Edition*
Gail Sheehy: *Passages*
Kirk Ellis: *John Adams*(HBO); *Anne Frank*(ABC)
Elizabeth Hay: *A Student of Weather*
Luis Alberto Urrea: *The Hummingbird's Daughter*
Lisa See: *Snow Flower and the Secret Fan*
Juan Villoro: *The Guilty*

2015 Keynote Presenters:

Gloria Steinem: *MS. Magazine* Founder
Richard Blanco: Presidential Inaugural Poet
Alice Walker: *The Color Purple*
Scott Turow: *Presumed Innocent*
Tracy Chevalier: *The Girl with the Pearl Earring*
Jane Urquhart: *The Underpainter*
Ángeles Mastretta: *Women with Big Eyes*

Keynote Presenters from 2005 to 2014 include:

Margaret Atwood, Calvin Trillin, Barbara Kingsolver, Laura Esquivel, Yann Martel, Cheryl Strayed, Sandra Cisneros, Lawrence Hill, Marilyn Simonds, Mary Morris, Joy Harjo, Naomi Wolf, Ellen Bass, Kirsten Iversen, Elena Poniatowska, Sharon Robinson, Benjamin Alire Sáenz, Tina Packer, David Whyte, Erica Jong, Tom Robbins, ZZ Packer, Tony Cohan, and John Berendt.



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International Impact Sponsorship Opportunities

The engagement of our sponsoring partners is a vital component to running a successful and internationally acclaimed event. Choose from a variety of levels and selected sponsorship opportunities—outlined here—to accentuate your presence at the Writers' Conference.

All Sponsorships Include:

- **Listing or Logo in projection loop played prior to all eight Main Stage Events**
- **Two tickets to Annual Patron & Sponsor Celebration with Keynote Speakers**
- **Two tickets to Annual Mexican Keynote Presentation**
- **Logo recognition in pre-event marketing materials, on-site signage, print and digital promotions, and on the SMWC website for up to 12 months.**

Main Stage Conference Sponsor - EXCLUSIVE

\$25,000 USD

- Full-page color ad (inside front cover) in the SMWC *Crossroads* Cultural Magazine
- Banner ad at SanMiguelWritersConference.org and SanMiguelLiterarySala.org
- Ten tickets to all eight Main Stage Events with Priority Seating
- Recognition from the stage at all eight Main Stage Events

Legendary Fiesta Sponsor - EXCLUSIVE

\$10,000 USD

- Full-page black & white ad in the Annual SMWC *Crossroads* Cultural Magazine
- Banner ad at SanMiguelWritersConference.org and SanMiguelLiterarySala.org
- Ten tickets to Fiesta with Priority Seating

Bookstore + Lit Lounge Sponsor - EXCLUSIVE

\$5,000 USD

- Full-page black & white ad in the Annual SMWC *Crossroads* Cultural Magazine
- Four tickets to three Main Stage Events

Crossroads Magazine

\$2,500 USD

- Full-page black & white ad in the Annual SMWC *Crossroads* Cultural Magazine
- Four tickets to two Main Stage Events

Daily Lunch + Garden Sponsor

\$1,000 USD

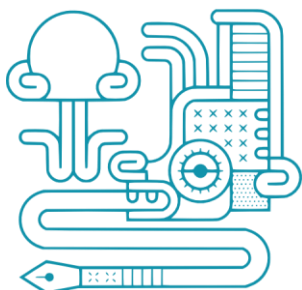
- Quarter-page black & white ad in the Annual SMWC *Crossroads* Cultural Magazine
- Business Listing & URL in the Annual SMWC *Crossroads* Cultural Magazine
- Logo banner displayed at sponsor lunch

International Impact Sponsorship Opportunities

Sponsorships can be customized. What would you like to accomplish?

Contact: Maia Williams, SMWC Co-Director, wownowmx@gmail.com
Within MX: 415.152.3905 | From US/CA: 415.324.5020

Your sponsorship dollars help support Conference programming, literacy and literary programs for hundreds of children throughout the region, and over 90 scholarships for Mexican teens and adults to attend SMWC.



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San Miguel de Allende: Creative Crossroads of the Americas

The cradle of Mexican Independence, sunny San Miguel de Allende has long been a mecca for social creatives—writers, painters, musicians, poets, and philosophers. This small city of 80,000 people currently includes an estimated 10,000 Canadians and Americans who call San Miguel home. Its historic center is a UNESCO World Heritage Site, filled with cobblestone streets and brightly painted 18th century buildings.

SanMiguelWritersConference.org: 37,000+ Unique Visitors

SanMiguelLiterarySala.org: 14,000+ Unique Visitors

Analysts estimate the regional economic impact of SMWC exceeds \$2 million USD