

The **LOFT**

WORDPLAY

**Minnesota's summertime celebration of
readers, writers, & great books!**



July 8, 2023 | loftwordplay.com



Street Fest



Kids Activities



Classes



School Visits



Author Events



Connection



Irreverance



Books!

What is **WORDPLAY**?

A
family-friendly
event for all
ages

A home for
provocative
conversations

A creative way
to engage
readers
& writers

WORDPLAY 2023 AT A GLANCE

July 8, 2023 | Downtown East, Minneapolis | 1-DAY in-person

- ~100 award-winning, bestselling, and very nice authors
- One-of-a-kind conversations, demonstrations, activities, interactions, and presentations centered around books
- 5,000 in-person attendees (virtual components TBD)
- 5+ Wordplay authors will visit area schools
- Author lineup announced in early 2023
- Food trucks, beer tent, vendors, book tent, kids activities, workshops for writers
- Past authors include Stephen King, Amy Tan, Dean Koontz, Chelsea Clinton, Kazuo Ishiguro, Yaa Gyasi, Tommy Orange, Cheryl Strayed, Hanif Abdurraqib, Kate DiCamillo, and more!

WORDPLAY Impact!

“To have the opportunity to participate in Wordplay, and listen to these incredible conversations, has been a game changer for me during this time. I can’t thank the Loft and all the authors enough for helping make these dark days a bit brighter.”

–Wordplay Evaluation



YOUR IMPACT

- 5,000+ potential attendees listening to critical conversations on social issues that matter to your company (STEM, mental health, climate, racial justice, & more)
- Celebrating and revitalizing our beloved Downtown Minneapolis
- National authors visiting area school children
- Community building in the wake of pandemic isolation.

Sponsor Levels

BENEFITS	Major (\$10,000)	Author's Circle (\$5,000)	Supporting (\$2,500)	Partner (\$1,000)	Friend (\$500)
Kickoff Event Verbal Recognition	X				
Stage naming rights	X (if available)				
Meet & Greet with marquee author(s)	X				
Social Media Recognition	X				
Enewsletter Recognition	X	X			
Thank you ad in festival program	1/2 page (with message of your choice ~250 characters)	1/4 page (with message of your choice ~125 characters)	1/8 page (with message of your choice ~60 characters)		
Complimentary admission to workshops	4	2	1		
Behind-the-Scenes access	X	X	X	X	
Name visibility	program, website	program, website	program, website	program, website	website
VIP Pass	4	4	2	2	1

Want to learn more?

See next page for details or contact:

Kaitlyn Bohlin | kbohlin@loft.org | 612.215.2597



WORDPLAY Details

Sponsor Benefit Details

(please see prior page to learn at which level each benefit applies)

Stage naming rights (if available). One of our stages will be called the, “[SPONSOR’S NAME] Stage” on site and in all Wordplay materials.

Meet & Greet with marquee author(s). Subject to availability of the author. Special scheduling requests from the individual sponsor can be considered but accommodations can not be guaranteed.

Social media recognition. Online name recognition across Loft social media platforms including Instagram, Facebook, and Twitter.

Enewsletter recognition. Online name recognition in Loft general newsletter audience (~12K subscribers).

Thank you ad in festival program. Sponsor will have designated space and characters for a brief note of their choosing (pending Loft approval) to be shared in the print festival program.

Complimentary admission to workshop. The week prior to Wordplay, the Loft will host a selection of online and in-person workshops featuring Wordplay authors. Qualifying individual sponsors will receive first access to register for the workshop of their choice. However, once the first access window closes, their selection will be as availability allows. Workshop details to be announced closer to event date.

Behind-the-scenes tour. A behind-the-scenes tour (including author green room access) will be scheduled by the Loft on the day of the event. This is a group tour experience and the schedule time cannot be altered. Details forthcoming.

Name visibility. Your name will be included as a listed sponsor in print festival program and Sponsor webpage.

VIP Pass. Receive a variety of insider opportunities including:

- A complimentary invitation to the Wordplay kick off event the evening of Friday, July 7.
- Reserved seating for Wordplay stage events
- First-access to signing lines for author signings

A note about sponsorship value and tax deductible donations

All individual sponsors will receive a letter of receipt for a tax deductible donation. For example, the base level value (the Friend level) of the sponsorship package is \$200, which means the donor will receive a receipt for a tax deductible donation of \$300. If you would like to learn more about the tax deductible value about a certain level, contact Kaitlyn at kbohlin@loft.org.

