

The **LOFT**

WORDPLAY

**Minnesota's largest 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!

IMPRESSIONS

2021 (virtual) Wordplay:

- 38,000,000 media impressions; 51 Stories
- 300,000+ social impressions; 98% increase in engagement from 2020
- 15 million advertising impressions



YOUR IMPACT

- 5,000+ potential customers 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.

"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."



Sponsor Benefits

LEAD SPONSORS

What can lead sponsors expect at Wordplay 2023?

- Naming rights to stages and events
- Opportunity for content co-creation that reflect your social impact goals
- Visibility for leadership staff (panel intro, moderator, etc.)
- Logo on signage, printed material, and mention from stage
- Prominent booth in vendor fair
- Volunteer opportunities for staff (event welcome booth, registration, wayfinding etc.)
- VIP access
- Media access to visiting authors
- Is there something else you need? A la carte option? Let's talk about it

What could co-creation of content look like for you?

Do you value STEM? Climate change issues? Racial justice? Lead sponsors have the opportunity to spotlight their priorities through conversations curated by our expert staff. Together, let's elevate writing on these important personal, public, and planetary topics that can fuel social change.



Sponsor Levels

BENEFITS	PRESENTING SPONSOR (\$50K)	MAJOR SPONSOR (\$25k)	CONTRIBUTING SPONSOR (\$10K)	AUTHOR'S CIRCLE (\$5k)	SUPPORTING PARTNER (\$2.5k)	COMMUNITY PARTNER (\$1.5k)
Logo on all ads	X					
Company leadership visibility (choice of stage welcome, panel moderator, etc.)	X					
Content co-creation (see pg 6)	X	X				
Verbal recognition from stages	X	X				
Stage Naming Rights	X	X (if available)				
Opportunity to Host Reception	X	X (if available)				
Enewsletter ad (12k recipients)	X	X				
Social Media Recognition	X	X	X			
Logo on all programs, websites, and signage	X	X	X			
Name on all programs and website				X	X	X
Complimentary admission to workshops	4	4	2			
Festival Print Program Ad	full page	half page	quarter page	eighth page		
VIP Passes (VIP seating, behind-the-scenes access)	10	6	4	2	2	
Double Vendor Booth	X					
Single Vendor Booth		X	X	X	X	X
Volunteer Opportunities for Staff	X	X	X	X	X	X

Get in Touch

Want to learn more?

- Sponsorship: **Kaitlyn Bohlin** | kbohlin@loft.org | 612.215.2597
- Wordplay Programming: **Shahenda Helmy** | shelmy@loft.org | 612.215.2586
- Marketing: **Chris Jones** | cjones@loft.org | 612.215.2589
- Partnership Questions: **Arleta Little** | alittle@loft.org | 612-215-2584

