



ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

**AUGUST 30TH - SEPTEMBER 2ND
OKLAHOMA CITY**

WriterCon
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ABOUT THE EVENT

The annual WriterCon is our marquee event, which attracted over 250 attendees last year. This year is going to be bigger and better because of our established reputation for equipping authors for success.

Hosted by William Bernhardt and Writing Momentum, this conference celebrates writing and publishing and creates a community where ambitious authors can learn, interact, and achieve their dreams. According to the nature of our audience, 100% of our attendees are your potential clients. WriterCon is an opportunity to showcase your products or services and increase market share.

When: August 30th - September 2nd

Location: Renaissance Waterford in OKC

Expected Attendance: 250 - 350

Anticipated Marketing Audience: 250,000+

EVENT THEME

Sole Stories: Walking in the World of Words

This theme encapsulates the journey of delving deep into the lives and experiences of characters - fiction and non-fiction alike, just as one would walk in their shoes. It encourages writers to explore the narratives and paths that characters tread, emphasizing empathy and understanding diverse perspectives. This theme not only aligns with the literal aspect of shoes but also metaphorically represents the journey writers undertake in crafting engaging and authentic stories.

ADDITIONAL DETAILS

Writers can skyrocket their careers now—if they have the knowledge they need to succeed. WriterCon has a long history of helping writers obtain the expertise they need to achieve their dreams. Many successful bestselling writers, such as PC Cast, Lauren Smith, Callie Hutton and Aprilynne Pike attended William Bernhardt's teaching and publishing programs. The conference's mission is to make sure the attendees get the support they need to get their work published and advance in their careers.

WriterCon offers participants the opportunity to attend in-person at a conference center or on a cruise ship. Another WriterCon innovation is a downloadable phone app replacing the printed program where sponsors can be prominently featured. The app contains information about the schedule, the presenters, and the exhibitors. It also allows attendees to communicate with one another. The free app can be downloaded by anyone, registered or not. WriterCon will feature presentations from more than sixty authors, agents, publishers, marketers, distributors, and other book industry professionals.

ATTENDEE PROFILE



Over 3,250 writers have attended WriterCon since 2005.



Average age 35-55



55% of attendees identify as female (she/her).



Attendees come from all over the world, but the majority of them are from the southwest region.

WRITERCON STATS

With the reach of WriterCon founder, William Bernhardt, combined with the WriterCon audience, your brand has the potential to reach 90,000 people even before paid advertising begins.



Facebook | **26,000+**



X | **26,400**



Instagram | **3,940**



TikTok | **17,000**



Email Subscribers | **13,000+**



Podcast | **47,000+ Downloads**

WHERE WE'LL MARKET

While our own reach is wide with all of our social media followers and other subscribers, we know this alone is not enough to reach the masses and fill the seats.

Marketing for this event will include but not be limited to both paid and unpaid efforts such as:

- Social Media
- Influencers
- Podcasts
- Google Ads
- Email
- Online Event Listings
- Writer Publications
- Press Releases
- and much more....

This means your participation through sponsorship has the potential to reach each of those we touch.

SPONSORSHIP LEVELS

TITLE SPONSOR \$5,000

- Featured :60-second Video Recognition at the Event
- Sponsor Acknowledgement on Conference App
- 4 Complimentary Tickets to the Event
- Logo and Link on WriterCon App and Website
- Display Table
- 20 Social Media Mentions
- Name Featured in all marketing

GOLD SPONSOR \$2,500

- Featured 30-second Video Recognition at the Event
- Sponsor Acknowledgement on Conference App
- 2 Complimentary Tickets to the Event
- Logo and Link on WriterCon App and Website
- Display Table
- 10 Social Media Mentions

SPONSORSHIP LEVELS

SILVER SPONSOR \$1,500

- Featured 30-second Video Recognition at the Event
- Sponsor Acknowledgement on WriterCon App
- One Complimentary Ticket to the Event
- Logo and Link on conference App
- Display Table
- Featured 15-minute Facebook Live in the WriterCon Group
- 5 Social Media Mentions

BRONZE SPONSOR \$1,000

- Sponsor Acknowledgement on WriterCon App
- One Complimentary Ticket to the Event
- Logo and Link on conference App
- Display Table
- 3 Social Media Mentions

SPONSORSHIP LEVELS

Be one of the most BELOVED sponsors by providing the caffeine and food for our attendees! They will be sure to remember your names. you fed and kept them on point for their pitch sessions!

Meal Sponsorship **\$2,500**

- Featured 30-second Video Recognition at the Event
- Sponsor Acknowledgement on conference App
- 2 Complimentary Tickets to the Event
- Logo and Link on WriterCon App and Website
- 3 Social Media Mentions

Snack Sponsorship **\$1,000**

- Sponsor Acknowledgement on conference App & From Stage
- 1 Complimentary Tickets to the Event
- Logo and Link on WriterCon App and Website
- Signage w/ Snacks
- 3 Social Media Mentions

Coffee Break Sponsorship **\$1,000**

- Featured 30-second Video Recognition at the Event & From Stage
- Sponsor Acknowledgement on conference App
- 1 Complimentary Tickets to the Event
- Logo and Link on WriterCon App and Website
- Signage w/ Coffee
- 3 Social Media Mentions

BE AN EXHIBITOR

Vendor Table **\$750**

- 1 Complimentary Ticket to the Event
- Logo and Link on WriterCon App and Website
- 1 Social Media Mention
- Table / Tablecloth

Author Table **\$599**

- 1 Complimentary Ticket to the Event
- Name inclusion and Link on WriterCon App and Website
- Table/Tablecloth
- Ability to Sell Your Books onsite

Writercon





THANK YOU FOR YOUR CONSIDERATION!

For more information about WriterCon or to secure your sponsorship, email or call William Bernhardt:

william@writercon.com

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Visit our website at www.writercon.com

Learn more about William Bernhardt and his books at his website www.williambernhardt.com

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