

# 2020/21 Sponsorship Opportunities



**“SAL is one of the most intellectually engaging and vibrant institutions in Seattle.”**

— SAL Patron

For over **30 years**, Seattle Arts & Lectures has been a leading champion of the literary arts in the greater Puget Sound region. We bring award-winning, nationally acclaimed writers and thinkers to local stages, classrooms, and online conversations to engage and inspire readers and writers of all generations in our community and beyond. Last year we celebrated record-breaking engagement—**more than 30,000** people attended our events at **Benaroya Hall, Town Hall, and Hugo House**. For our 2020/21 season, we’ve added a virtual component to each event as an added-value for sponsors and guests.

SAL events provide opportunities for **prominent logo placement, broad visibility** within your regional market, **engaging client experiences**, and the **opportunity to be a regional champion** for youth literacy and the literary arts in one of the most well-read communities in the nation.

## OUR EVENTS ENGAGE AUDIENCES WHO:

- Live primarily in **King County**
- Are between the ages of **35 to 65** (67%)
- Are highly educated with **4-year and post-graduate degrees** (93%)
- And have household incomes of **\$75,000 and higher** (69%)

Our **2020/21 SEASON** will showcase our premier **Literary Arts, Poetry, Women You Need to Know (WYNK), Journalism** series as well as **SAL Presents**. Our events welcome diverse audiences of 250-2,500 people—and now, **with virtual events, can reach far more!**

We look forward to working with you to create a sponsor package designed to meet your marketing, philanthropic, and business development goals.

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	OPUS \$10,000 1 PER EVENT 20 PATRON TICKETS	NOVELLA \$5,000 10 PATRON TICKETS	ESSAY \$2,500 6 PATRON TICKETS	HAIKU \$1,000 2 PATRON TICKETS
Reserved Grand Patron seating for sponsorship guests and a ticket link to virtual component	●			
Private backstage reception for 20 (via Zoom for virtual events) <small>FOR EVENTS IN LARGER HALLS, AUTHOR PARTICIPATION DEPENDENT ON AVAILABILITY.</small>	●			
Logo in SAL 2020/21 Season Brochure <small>IF CONFIRMED BY 7/15/20; MAILED TO OVER 25,000 HOUSEHOLDS</small>	●			
Name mentioned in major event-specific advertising <small>IF ADVERTISING IS USED AND SPACE ALLOWS</small>	●			
Premier listing on printed event program cover and onscreen in virtual component	●			
Opportunity for SAL e-news or blog feature	●			
Logo and link on event page on SAL website	●	●		
Logo and link in all event emails <small>AVG. OPEN RATE 62%</small>	●	●		
Recognition in select event publicity <small>SAL E-NEWS (20,000+ SUBSCRIBERS), FACEBOOK (12,600+ FOLLOWERS), INSTAGRAM (3,600+ FOLLOWERS), TWITTER (3,700+ FOLLOWERS)</small>	●	●		
Acknowledgement from the stage and in virtual component	●	●	●	
Opportunity to have lobby info table at event (in-person events) <small>TABLE TO BE RESERVED ONE WEEK BEFORE EVENT</small>	●	●	●	
Opportunity to attend VIP pre-event Happy Hour (in-person events)	●	●	●	●
Name and link on event page of SAL website	●	●	●	●
Recognition in SAL 2020/21 Season Brochure <small>IF CONFIRMED BY 7/15/20</small>	●	●	●	●
Name on event program cover and onscreen in virtual program in order of sponsorship level	●	●	●	●
Recognition in SAL Annual Report and on SAL website: lectures.org	●	●	●	●

**CONTACT** SAL Events & Corporate Giving Manager Sarah Burns at **206-621-2230 x25** or **sburns@lectures.org**