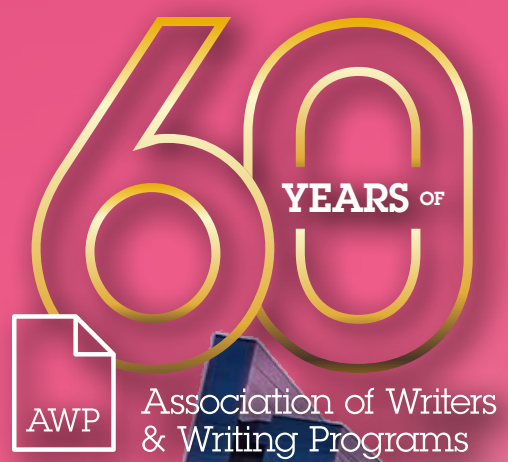




2027 AWP Sponsorship Packages

March 17–20, 2027
Chicago, Illinois
McCormick Place Lakeside Center

60 YEARS OF

AWP

Association of Writers & Writing Programs

Who We Are

The Associated Writing Programs was established as a nonprofit organization in 1967 by fifteen writers representing thirteen creative writing programs. The new association sought to support the growing presence of literary writers in higher education. Today, AWP—now the Association of Writers & Writing Programs—supports colleges and universities as well as individual writers as members, in addition to hosting the largest literary conference in North America. AWP amplifies the voices of these writers and the academic programs and organizations that serve them while championing diversity and excellence in creative writing.

“AWP is a precious opportunity to gather as a literary community—to learn and listen and connect and celebrate together—and to be reminded of the scale, scope, and impact of our sector.”

—Ruth Dickey, Executive Director, National Book Foundation

A committed audience of writers, editors, publishers, and educators of creative writing.

10,500

Attendees at #AWP26 Baltimore
Confirmed by AWP press release, March 2026

100K

newsletter subscribers
The Writer's News, biweekly

60K

Writer's Chronicle readers
Active annual readership of AWP's magazine

395K

Active annual website users
Awpwriter.org

11,500

Members
Individual and institutional dues-paying members

153K

social media followers
Facebook, X, Instagram

Gain access to the tastemakers and writers shaping the cultural conversation, and creating the future of literature and higher education.



The largest literary marketplace in North America

600+ small presses, journals, magazines, MFA programs, and literary organizations gather for three days of discovery, connection, and conversation with 10,000+ attendees. The Bookfair is the heart of the conference and of the national literary conversation.

Highest impact sponsorship packages

Premier Sponsor: \$30,000

One available

- Sponsor logo placement: on-site signage, tote bag, conference home page and sponsor page, daily conference emails, social media, livestream screen credits for all featured events
- A 20' x 20' custom island bookfair space near bookfair entry
- Sponsor credit for the highly publicized #AWP27 Keynote Address and opportunity to introduce the keynote speaker (recent keynote speakers include Roxane Gay, Jericho Brown, Min Jin Lee, Toi Derricotte, Colson Whitehead, and George Saunders)
- One seventy-five-minute information session scheduled during the conference to promote programs, products, or services (basic A/V package included)
- Fifty registration waivers, in addition to eight bookfair exhibitor registrations
- Twenty-five VIP Keynote Reception invitations
- One dedicated mailing to conference audience before conference
- Sponsored article in TWC + four newsletter button ads before conference
- Fifteen included author signing slots
- Early access to discounted hotel block information
- Option to host an on-site reception at the conference hotel with a minimum food and beverage spend of \$500

Presenting Sponsor: \$20,000

Two available

- Sponsor logo placement: on-site signage, tote bag, conference sponsor page, daily conference emails, social media, livestream screen credits for all featured events
- A 10' x 20' bookfair space (two corner booths) near bookfair entry
- Choose one premium benefit: registration sponsorship, bookfair sponsorship or attendee lanyard sponsorship
- One seventy-five-minute information session scheduled during the conference to promote programs, products, or services (basic A/V package included)
- Forty registration waivers, plus four bookfair exhibitor registrations
- Twenty VIP Keynote Reception invitations
- One dedicated mailing to conference audience before conference
- Ten included author signing slots
- Early access to discounted hotel block information
- Option to host an on-site reception at the conference hotel with a minimum food and beverage spend of \$500

Major Sponsor: \$15,000

Five available

- Sponsor logo placement: on-site signage, tote bag, conference sponsor page, daily conference emails, social media, live stream screen credits for featured events
- A 10' x 10' corner booth on Bookfair Boulevard near highest-traffic bookfair entry
- Thirty-five registration waivers, in addition to two bookfair exhibitor registrations
- Fifteen VIP Keynote Reception invitations
- One app push notification scheduled over conference dates with hyperlink
- Eight included author signing slots
- Early access to discounted hotel block information
- Option to host an on-site reception at the conference hotel with a minimum food and beverage spend of \$500

For full benefits, pledge by November 6, 2026.

Sponsorships for all levels of engagement

Benefactor Sponsor: \$10,000

- Sponsor listing placement: on-site signage, tote bag, conference sponsor page, daily conference emails, social media, live stream screen credits for featured events
- A 10' x 10' booth in sponsor section (corner placement on a first-come, first-served basis)
- Twenty-five registration waivers, including two bookfair exhibitor registrations
- Ten VIP Keynote Reception invitations
- Banner ad in attendee know-before-you-go email
- Seven included author signing slots
- Early access to discounted hotel block information
- Option to host an on-site reception at the conference hotel with a minimum food and beverage spend of \$500

Patron Sponsor: \$5,800

- Sponsor listing placement: on-site signage, conference sponsor page, and a bookfair spotlight social media post before conference
- One bookfair booth in the sponsor section
- Twenty registration waivers, including two bookfair exhibitor registrations
- Four VIP Keynote Reception invitations
- Five included author signing slots
- 25% discount on conference advertising (deadline to place order: Feb. 18, 2027)
- Early access to discounted hotel block information
- Option to host an on-site reception at the conference hotel with a minimum food and beverage spend of \$500

Sustainer Sponsor: \$3,300

- Sponsor listing placement: on-site signage, conference sponsor page, and a bookfair spotlight social media post before conference
- One bookfair booth in the sponsor section
- Eight registration waivers, including two bookfair exhibitor registrations
- One VIP Keynote Reception invitation
- Four included author signing slots
- 15% discount on conference advertising (deadline to place order: Feb. 18, 2027)
- Early access to discounted hotel block information
- Option to host an on-site reception at the conference hotel with a minimum food and beverage spend of \$500

For full benefits, pledge by November 6, 2026.

AWP Member Lounge Sponsorships

Exclusive sponsorship opportunities (one of each available)

Title Sponsor: \$10,000

- Title credit “AWP Members Lounge, Presented by _____”
- Prominent branding throughout the lounge; can include QR codes, booth number, hosted events listing, etc.
- Option to provide branded takeaway (bookmark, pins, etc.)
- Credit on social media, email campaigns, and the conference website

Beverage Sponsor: \$5,000

- “Coffee & Tea Service Provided by _____”
- Branding at beverage stations that can include a QR code
- Credit on social media, email campaigns, and the conference website

Charging Station Sponsor: \$5,000

- “Charging Stations Provided by _____”
- Branding directly on charging hubs
- Credit on social media, email campaigns, and the conference website

#AWP28 Portland Preview Photo Experience Sponsor: \$7,000

Get attendees excited about next year in Portland, Oregon, by being a part of the only branded photo activation at the conference!

- “#AWP28 Portland Photo Experience, Presented by _____”
- Prominent logo inclusion on customized photo backdrop
- Branding featured in attendee photos shared across social media
- Opportunity to be tagged and credited by AWP on social media featuring attendee photos
- Inclusion in AWP marketing materials for #AWP28—extending your visibility through 2027 and 2028!

Add-Ons for Sponsors

Legacy Celebration Add-On: \$2,500

Celebrate AWP's 60th anniversary while elevating your organization's visibility as a legacy sponsor. This special anniversary add-on honors the role supporters like you have played in shaping AWP's proud and storied history—and helps ensure AWP's continued work on behalf of literary communities for years to come.

- Credit for sponsorship for the 60th Anniversary Awards Celebration on Wednesday, March 17. Credit includes verbal recognition during awards presentation and inclusion in print program, the conference website, and preconference email marketing.
- Eight additional invitations to the VIP Keynote Reception
- Reserved seating in the front section for the #AWP27 Keynote Address equivalent to the number of VIP Keynote Reception invitations in your original sponsor package
- Personalized thank-you message from AWP Board Chair Travis Kurowski and a gift of ten AWP notebooks and five AWP travel mugs to distribute as you like to your board, staff, or contributors

For full sponsorship benefits, pledge by November 6, 2026

Add-Ons for Sponsors

Bookfair Enhancement Add-On: \$3,000

A premium package designed to maximize booth visibility, traffic, and attendee engagement

- Guaranteed corner placement
- Highlighted listing on website, mobile app, and on-site signage/materials
- One social media ad to platform of your choice to during the conference
- Thirty-minute coffee and cookie event for twenty-five included on the conference schedule

Publisher Add-On: \$5,000

Connect directly with regional booksellers and feature your authors at #AWP27.

- Private meeting space scheduled during the days of the conference to meet with regional booksellers. \$500 minimum catering spend.
- One seventy-five-minute bookfair stage event to be posted to all schedules; includes your custom title, description, and up to five participants of your choice

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Add-Ons for Sponsors

Communication Access Sponsor: \$5,000

4 available

- Support American Sign Language (ASL) and live-captioning services at the conference.
- Featured event livestream and in-person screen credits
- Logo included on Accessibility Services Desk
- Credit on social media, email campaigns, and the conference website

Scooter/Wheelchair Sponsor: \$5,000

2 available

- Support complimentary scooter and wheelchairs for attendees.
- Featured event livestream and in-person screen credits
- Logo included on Accessibility Services Desk
- Credit on social media, email campaigns, and the conference website

For full sponsorship benefits, pledge by November 6, 2026



Association of Writers
& Writing Programs

Sponsorship packages are confirmed through your pledge on our website or in conversation with our sales team. Custom partnerships, scholarship under-writing, and multi-year support are welcome.

Sponsorship inquires:
Sales@awpwriter.org

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