

Sponsorship/Underwriting Request



The [Cuesta College Central Coast Writers' Conference](#) (CCWC) has been helping new and established writers fulfill their dreams since 1984. Writing Life Magazine voted us the "Best Writers Conference in the West."

This year's event will be held on **Saturday, October 14**, and marks our 39th year as the premier event for writers in San Luis Obispo County and it would not be possible without the generous support of our sponsors.

If you are a past sponsor, we want to express our immense gratitude for your contribution and look forward to your continued support.

If you have never sponsored CCWC before I'd like to encourage you to consider the benefits below. Your donation will be **tax-deductible** when made payable to the Cuesta College Foundation, a 501c3.

We're pursuing media partnerships and spots with major outlets including *New Times*, *KSBY*, *SLO Life*, *The Tribune*, *Estero Bay News*, *Morro Bay Life*, and *KVEC & KCBR Radio*. We've already had a spot on KVEC and Dave Congalton has offered to continue promotion leading up to the event. We will mention our sponsors at each opportunity.

Suggested Sponsorship/Underwriting Amounts

While we can graciously accept any amount, we've established perks at these thresholds:

Bronze: \$750

Silver: \$1,500

Gold: \$2,500

Sponsor benefits for each level are on the next page.



Community Programs

Sponsorship Levels				
ID	Benefit	Bronze \$750	Silver \$1,500	Gold \$2,500
1	Mention in conference program	✓	✓	✓
2	Mention on website Note: Silver & Gold also get 'clickable' links & logos.	✓	✓	✓
3	Mention in email blasts (10,000 subscribers) Note: Silver & Gold also get 'clickable' links & logos in email.	✓	✓	✓
4	Scholarships to the conference in your honor	1	5	10
5	Name in all printed collateral	✓	✓	✓
6	“Sponsored by” mention at session(s)	0	1	4
7	Logo in all printed collateral		✓	✓
8	Tabling opportunity at conference		✓	✓
9	Vendor Showcase		✓	✓
10	Logo in all TV, radio and print ads as a major sponsor			✓
11	Swag opportunity (cost of swag not included)			✓
12	Mentioned in all press releases on conference poster			✓
13	Logo and tag line used in on-line and social marketing venues			✓

For our sponsors, this conference offers an intimate relationship with our staff and attendees. We anticipate 200+ attendees will attend the workshops in person at Cuesta and thousands more will hear about it. We are able to offer many additional benefits to our underwriters and sponsors, providing you with a tremendous opportunity for invaluable exposure and advertising.

Through your sponsorship, you will reach over 40,000 households through our mailer, over 10,000 email subscribers, and over 3,000 followers on social media (YouTube, Instagram, and Facebook).

If you are interested in participating, simply complete the [short sponsor inquiry](#) and indicate your desired level. We'll send over the paperwork and make the process as frictionless as possible.

With sincere gratitude,

Brian Schwartz, Event Director
2023 Cuesta College Central Coast Writers' Conference
ccwc@cuesta.edu
 805-225-1251



Past Sponsors



Preliminary Program* for the 2023 Conference

We will have 17 in-depth sessions and panels featuring over 40 industry leaders. Eight sessions will be focused on 'CRAFT' and eight will be focused on 'PLATFORM.' There will also be a 2-hour Teen program on writing Flash Fiction.

CRAFT	PLATFORM
AI (ChatGPT) - Leveraging 'The Great Disruptor' in Content Creation.	Agents, Editors & Publishers What It Really Takes To Land A Traditional Publisher.
Going Independent - Retaining Creative Control Pros & Cons - Pitfalls & Opportunities	Unconventional Income Streams for Creatives (Patreon, Substack, Sponsorship, and more)
The Art & Science of Short Form Video - TikTok, YouTube, and Instagram	Creating Influence through Social Media (It's Not what you think)
Audiobooks - Narrators and Trends in AI Text-to-Speech	Working with Bookstores & Libraries (Partnerships and Pitfalls)
Poetry, Flash Fiction, and Short Stories - Appealing to a Short Attention Span Society	Working with Newspapers & Magazines (The Golden Era for Freelance Writers)
Adapting Books to Screenplays AND Screenplays to Books . What You Need to Know.	Getting booked on TV, Radio & Podcasts (What the Media Wants)
Podcasting & Edutainment – Why Information Alone is Not Enough	Cracking The Code To Break into the Kid Lit Marketplace .
Songwriting - An Intimate Q&A with Accomplished Singer-Songwriters	Driving Social Change Through Content: Writing & Storytelling
TEEN PROGRAM (Flash Fiction)	

*Preliminary Schedule and Subject to Change