

SPONSORSHIP OPPORTUNITIES



The URBAN STORIES FESTIVAL is a two-day storytelling event celebrating West Palm Beach, Florida—what was, what is, what could be.

OUR GOALS

To engage the West Palm Beach Community

To share experiences, celebrate diversity, and find common ground

To support literacy

West Palm Beach

what was. what is. what could be.

www.urbanstoriesfestival.com

SPONSORSHIP OPPORTUNITIES

URBAN STORIES FESTIVAL

West Palm Beach
what was, what is,
what could be

Saturday & Sunday
January 27-28, 2018
12:00 – 5:00 pm

You're invited!

On the Downtown WPB Waterfront
and in the Mandel Public Library, enjoy:

- storytelling & workshops
- story circles & children's story times
- oral histories & panel discussions
- music & photography
- and also food!

The Urban Stories Festival will use storytelling
to build community.

As we hear from elders, peers and youth, we'll share
experiences, celebrate diversity, and find common ground.

We'll support literacy by sharing and recording our stories and
experiencing and finding meaning in the stories of others.

We'll explore the themes of:

- social equity*
- environmental justice*
- economic prosperity*
- safe communities*
- civic engagement*

Please join us!

OUTCOMES

Stories will be preserved via:

StoryCorps.me

Short Édition Short Story Dispensers©

Residents and visitors to Downtown West Palm Beach can enjoy a literary treat at the Short Story Dispensers© located at Subculture Coffee (509 Clematis Street) and two other locations coming in 2017.

The Dispensers, offering free, fictional and creative non-fiction short stories, were conceived and created by Short Édition, a nonprofit community publisher based in France. The installation of the Dispensers is made possible by the West Palm Beach Downtown Development Authority (DDA) and the West Palm Beach Arts & Entertainment District.

The Dispensers are installed in 138 different locations across the world. San Francisco was the first U.S. city to receive a Short Story Dispenser in director and screenwriter Francis Ford Coppola's Zoetrope café, and West Palm Beach is the second!

www.urbanstoriesfestival.com



Urban Stories Festival Jan 27-28, 2018

#urbanstorieswpb

ONGOING ACTIVITIES

read Short Edition stories (vending machine)
 listen to oral histories (StoryCorps.me)
 submit stories/photos via social media
 children's art / story activities
 add to urban art

purchase merchandise
 eat food (food trucks)
 view photographs
 meet people
 laugh, cry, bond

DRAFT

Why What Who

Opening Speaker Mayor WPB (invited)

Saturday,
 January 27
 Downtown WPB
 Waterfront

WPB What was	Storytelling	Elders & peers share humorous/serious recollections of West Palm Beach
Economic prosperity	Bike Tour	Stories told en route from urban planning, outreach, resilience, education
Social equity	Story Circles	WPB community incl. representatives from LGBT+ and civil rights groups
Environmental Justice	Panel discussion	Community leaders from environmental advocacy and sustainability
Safe neighborhoods	Panel discussion	Community leaders from criminal justice & community advocacy
WPB What could be	Storytelling	Youth stories, speculative fiction
Celebrating diversity	Afterparty with music & food	

Sunday, January
 28 Mandel City
 Library

Celebrating life	Performance	Klein Dancers
Civic engagement	Interfaith Service	temple, cathedral, church, mosque, etc.
Literacy	Storytime	WPB community: BRING A BOOK, READ TO A CHILD (multilingual)
Literacy	Speakers	Blue Planet Writers' Room established authors
Literacy	Workshop	Itty Bitty City Stories - Flash Fiction Workshop the community
Literacy	Performance	workshop participants

EPILOGUE

read Short Edition stories (vending machine)
 listen to oral histories (StoryCorps.me)

submit stories/photos via social media
 stay in touch with new friends / volunteer with community organizations

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URBAN STORIES FESTIVAL

We expect the event to be well attended, similar to other West Palm Beach community cultural events.

CROSS PROMOTING AND MARKETING

The West Palm Beach Arts and Entertainment logo will be displayed on performers' websites as well as on other cultural partners' websites. The website link for the Arts and Entertainment district is: DowntownWPBArts.com. Cross promoting through advertising with stakeholders—inclusion in newsletters and community outreach.

SOCIAL MEDIA

- Create posts advertising the festival on Facebook, Twitter and Instagram.
- Paid Facebook advertising campaign targeting specific audience demographics.
- Schedule several e-blasts to a database of over 7,000.

COLLATERAL AND SIGNAGE

- Print post cards to distribute to stakeholders and hotels.
- Distribute A&E Brochure with full description of district.

ADVERTISING/MEDIA

Calendar listing of event in various publications such as:

- Palm Beach Post
- Explore Palm Beach
- Florida Weekly
- Cultural Council of Palm Beach County
- Live the Palm Beaches
- The Scout
- Discover the Palm Beaches
- Press Release and Media Advisory sent to local and regional media.
- Alpha Media
- Legends Radio
- Palms West Monthly
- Possible impromptu performance in the month of November 2017

Presented by:

BLUE PLANET WRITERS' ROOM

FLORIDA ATLANTIC UNIVERSITY

WEST PALM BEACH ARTS AND ENTERTAINMENT DISTRICT

The West Palm Beach A&E District is a centralized collection of inspiring arts and entertainment venues, art and history museums, galleries, libraries, performing arts companies, and art education institutions. Situated in the heart of South Florida's most progressive city, the District includes more than 20 distinct and distinguished cultural destinations that form a defining industry cluster. The A&E District enhances the appeal of West Palm Beach as a visitor destination, drawing attention to its status as a vibrant city illuminated by its beauty and range of creative expression.

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2000 attending, submitting or enjoying stories via Short Édition Short Story Dispensers© and StoryCorps.me

because every great city needs a literary festival

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PROTAGONIST SPONSOR (PRESENTING SPONSOR) - \$7,500

- Logo and listing as Presenting Sponsor on the A&E and URBAN STORIES FESTIVAL websites, all marketing and printed materials, media releases, and video created for URBAN STORIES FESTIVAL 2018
- Mentions of gratitude for support in pre- and post- publicity
- Opportunity to briefly address attendees day of event
- Logo prominently displayed on event signage
- Premium banner location at event. (Banners provided by your company)
- Direct web link to your company's website on the A&E and URBAN STORIES FESTIVAL websites
- Ten (10) festival seating passes

ANTAGONIST SPONSOR (SOUND AND PRODUCTION) - \$4,500

- Logo and listing as Supporting Sponsor on the A&E and URBAN STORIES FESTIVAL websites, all marketing and printed materials, media releases, and video created for URBAN STORIES FESTIVAL 2018
- Mentions of gratitude for support in pre- and post- publicity
- Premium banner location at event (Banners provided by your company)
- Logo prominently displayed during URBAN STORIES FESTIVAL 2018
- Direct web link to your company's website on the A&E website
- Five (5) festival seating passes

MENTOR ROLE (PERFORMERS' HOSPITALITY) - \$2,500

- Logo and listing as Supporting Sponsor on the A&E and URBAN STORIES FESTIVAL websites, all marketing and printed materials, media releases, and video created for URBAN STORIES FESTIVAL 2018
- Mentions of gratitude for support in pre- and post- publicity
- Premium banner location at event (Banners provided by your company)
- Logo prominently displayed during URBAN STORIES FESTIVAL 2018
- Direct web link to your company's website on the A&E website
- Three (3) festival seating passes



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FAITHFUL SIDEKICK - \$1,000

- Company name listed as sponsor on A&E and URBAN STORIES FESTIVAL websites.
- Company name listed on URBAN STORIES FESTIVAL 2018 collateral materials.
- Two (2) festival seating passes

Don't see the sponsorship opportunity you want? Please ask!

We're happy to tailor a package that meets your marketing needs.



Build community. Support literacy. Contact us today.

Serena Schreiber Hoermann – Howl at the Moon Stories
Ph. 561.222.5309 – Email: stories@serenaschreiber.com

Teneka James - Associate Director, West Palm Beach
Downtown Development Authority
Ph: 561.833.8873 Cell: 561.707.8474
Email: tjames@downtownwpb.com

Information provided by Howl at the Moon Stories & West Palm Beach Downtown Development Authority



West Palm Beach

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