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West Coast Christian Writers Conference

Opportunities for Sponsorship & Partnership

The 2019 West Coast Christian Writers Conference (WCCW) is February 14-16, 2019, at CrossWinds Church in Livermore, CA. The conference is located at a picturesque former dairy farm in the beautiful rolling hills and vineyards of the San Francisco East Bay Area). The conference offers two full days of learning, PLUS new Mini Mastermind sessions (a pre-conference add-on) February 14. Our 2019 Theme: Momentum: Writing in Motion

A WCCW attendee is typically a writer from the Western region of the United States, including the states of California, Nevada, Oregon, and Washington, and a Bible-believing Christian (with many denominations represented). The majority of attendees are on our email list of subscribers.

DEMOGRAPHICS

Our conference attendance is 250-300 people.

- 75% women, 25% men
- 35-75 years old, although the majority are 40-65
- 66% nonfiction, 33% fiction
- About 1/3 are beginners (brand new to a writers conference). 1/3 are intermediate (some writing experience, have been to a conference before) and 1/3 are advanced (significant writing/publishing experience, have been to multiple conferences, are strong supporters and/or volunteers of the conference).
- Our attendees reflect the diversity of the San Francisco Bay Area, coming from urban, suburban, and rural areas.
- About 20% are pastors, nonprofit leaders or workers, missionaries, or lay ministry leaders.

HOW TO BECOME A WCCW SPONSOR

West Coast Christian Writers Conference offers several sponsorship or partnership opportunities. (NOTE: If you'd like to create your own, specialized sponsorship opportunity, please let us know!)

1. **Writing Contest:** sponsor first, second, or third prize for \$125 each, or \$300 for all three. Organization/individual name, logo and website in program, on WCCW website, and in a "Thank you to our sponsors" e-newsletter.
2. **Scholarship(s):** sponsor a need-based scholarship to the conference. A full scholarship is \$229. A partial scholarship is \$115. Organization/individual name, logo and website in program, on WCCW website, and in a "Thank you to our sponsors" e-newsletter.
3. **Lunch Sponsorship:** sponsor Friday (sandwiches & salad) or Saturday (taco/burrito bar) lunches for \$500 each day. Organization/individual name, logo and website in program, on WCCW website, and in a "Thank you to our sponsors" e-newsletter.
4. **Bookstore:** sponsor a bookstore giveaway for \$50 each. Organization/individual name, logo and website in program, on WCCW website, and in a "Thank you to our sponsors" e-newsletter.
5. **Giveaways:** Donate books, stationery supplies, or other items writers enjoy for giveaways at our general sessions. Organization/individual name, logo and

website in program, on WCCW website, and in a “Thank you to our sponsors” e-newsletter.

6. **Conference Bags & Bag Stuffers**
 - a. sponsor conference bags for \$350
 - b. donate small giveaway items
 - c. include a flyer for your organization or product for \$250
7. **VIP Faculty/Board Dinner:** sponsor and attend the Faculty/Board dinner for \$750. Organization/individual name, logo and website in program, on WCCW website, and in a “Thank you to our sponsors” e-newsletter.
8. **Coffee Bar:** sponsor the conference coffee bar and snacks for \$350. Organization/individual name, logo and website in program, on WCCW website, and in a “Thank you to our sponsors” e-newsletter.
9. **Conference Programs:** sponsor the full-color conference programs for \$650, including a full page ad. Organization/individual name, logo and website in program, on WCCW website, and in a “Thank you to our sponsors” e-newsletter.
10. **Website:** sponsor the conference website for \$200. Organization/individual name, logo and website in program, on WCCW website, and in a “Thank you to our sponsors” e-newsletter.

Advertising Opportunities

1. **Conference Programs Advertisements**
 - a. Interior full color ads
 - i. Full page: \$250
 - ii. Half page: \$175
 - iii. Quarter page: \$65
 - b. *Back cover full page ad: \$500
2. **Conference Bag Stuffers:** include a flyer or brochure for your organization or product for \$250
3. **Flyers on Seats:** your flyer on conference seats at a general session for \$250
4. **E-blast or E-newsletter:** send out a personalized advertisement to our curated mailing list for \$495.

Vendor Opportunities

Lobby booths are available, starting at \$350. Please contact us with your needs and let's see what we can do to introduce your organization and products to our attendees!