



WOMEN *in* 
PUBLISHING
SUMMIT

EMPOWER. ENCOURAGE. SUPPORT

Sponsorship Opportunities

March 2nd-8th, 2020 | Hosted by Alexa Bigwarfe



WRITEPUBLISH *Sell*

What is the Women in Publishing Summit?

The Women in Publishing Summit is the first of its kind. A summit FOR women BY women in an industry that is still largely dominated by men. The month of March was chosen specifically because it is Women's History Month, and marketing will be focused around women's achievements as well as how we can work together to help women with the dream of publishing or growing their business with a book achieve that goal.

2020 is the 3rd annual Women in Publishing Event. Our first event resulted in over 8,000 registrants and over 20,000 unique views to the online conference over a one week time frame. In 2019 we tripled our registration rate and more than doubled the online views just shy of 54,000 views in the month of March, 42,000 of those the week of the actual event.

More importantly, our sponsors received great web traffic. All levels garnered at least 200 clicks, but our Platinum level sponsor received over 1100 clicks. Our goal is to double our stats once again in 2020.

Important Dates

- October 2019 – We're beginning to ramp up website and social media activities, highlighting the best of 2019, and announcing speakers and sponsors for 2020
- Mid February – heavy promotion & Early Bird cart for the All Access Pass opens
- March 2, 2020 - Event starts
- March 8, 2020 – Official Event ends with a big live event in celebration of International Women's Day. Sponsors will be invited to participate in this live event
- March 9 - 13 - replays and final promotion
- May 2020-October 2020 - monthly webinars with our Sponsors (Bronze level & up)

The WPS Summit is the online conference every female writer can't wait to attend. They want to learn about new strategies to grow their business, the tools that will take them there and build the confidence into a profitable full-time career, all via their business colleagues.

The WIP Summit is hosted by **USA Today best selling author** and entrepreneur Alexa Bigwarfe. In addition to her own projects (*Write|Publish|Sell!*, *Kat Biggie Press*, *Purple Butterfly Press*, *Lose the Cape Podcast* and *No Holding Back*), she has self-published over 40 books for herself and others. In addition, she enjoys freelance writing and her essays and articles have appeared in over 40 print & digital magazines and websites.



Who is attending?

Participants at the summit are primarily women are thinking about writing, are in the process of writing, or have already written a book. *While we saw a heavy number of nonfiction writers in 2018, 2019 brought in an influx of fiction writers. These women are looking for support in editing, publication support, printing, selling, distribution, marketing, and so forth. **They are looking to invest in the right products and support elements to have success with their book.***

Get your product seen/service by over 10,000 registrants

If you have a product or service you'd like to introduce to any of the above industries, this is your golden opportunity. The Women in Publishing Summit features over 40 authors, publishers, entrepreneurs, experts on writing, editing, PR and marketing, book launch and other associated topics. This online event is going to leave a long-lasting impression!

Why Market to this Group?

Our summit participants are proven to actually buy services and tools to help them independently publish their books. Our sponsors in 2019 all saw great sales from new clients sent to them from the Women in Publishing Summit. In 2020, we have been asked to demonstrate how we use these tools in our day-to-day work with our authors, and this will further encourage sales.

How We Market This Event:

We focus on getting the word out to women who are interested in writing a book world by delivering Facebook ads, regular newsletter broadcasts, announcements in our large communities, paid banner advertising, social media marketing, podcast appearances and guest posting, and search engine marketing techniques. Then we explode all of that with a stellar affiliate marketing program offered to all of our participants and other supporters of the conference. The affiliates take our messages and images to blow up their own social media about growing, learning, and sharing the good vibes. Our sponsors benefit greatly.

Our marketing venues include but are not limited to:

- Social media communities of over 200,000+ plus those of our non-speaker affiliates
- Direct mailing to our speakers' databases
- Podcasts, webinars, and other guest appearances
- Facebook Ads and other social media ad campaigns



The WPS Summit will be marketed heavily from mid February through 15 March by all of our partners & affiliates, but the WIP team will begin running ads to the website as early as November.

Get your word out to the female writing/editing/marketing/publishing/distribution industry and become a sponsor today. The sooner you get on board, the higher exposure you'll receive even before the event starts!

Become a Sponsor Today!

Here are the marketing tools you could receive dependent upon which Package you choose:

1. 1-Hour Speaker webinar slot (TIME TBD) to educate our audience on a relevant topic to our industry together with a 5-minute talk about your product at the end.
2. INTERACTIVE AND CLICKABLE ad (size determined by package level) on our sponsor page.
3. 150-word description on our online Speaker Calendar Schedule with link to your website and Twitter account that stays online until our next Summit.
4. Targeted tweets, posts on both our Facebook page and LinkedIn Groups for Writers about your upcoming webinar over the course of our promotion period.
5. You will also be able to write a blog post that will be featured on the Women in Publishing Summit and the Write|Publish|Sell websites (optional).
6. Live tweets and mentions during the the whole Summit as well as leading up to and following the summit! The top 3 sponsorship levels will also continue receiving social media mentions throughout the year.



PRICING:

NAMING SPONSOR – PLATINUM level - 1 Slot \$9997

Thank you for empowering us (and the WIP Summit).

1. Naming rights as Title Sponsor for the Women in Publishing Summit. Your name goes on everything.
2. The full list of registrants and email addresses will be provided to you. This is ONLY available to the naming sponsor. Our 2019 Naming Sponsor received over 8000 email addresses, and we aim to have over 12,000 registrants in 2019.
3. 1-Hour Speaker webinar slot (TIME TBD) to educate our audience on a relevant topic to your industry and how your product and services will benefit them. Additional panel discussion if you'd like another slot in the conference.
4. INTERACTIVE AND CLICKABLE ad BANNER above the fold on 5 high traffic pages of our website which stays online until our next Summit.
5. Clickable Logo on each speaker interview page
6. A full social media blitz to include tweets leading up to the summit and multiple tweets daily during the summit by @katbiggie and @writepublishsell; also included in affiliate copy for affiliates to share
7. Multiple boosted posts on our Facebook page and one detailed discussion about your organization's service or product. We will run ads and include your name in the ads.
8. Inclusion in all marketing materials with your name on the intro banner to each interview.
9. A one-hour solo webinar between April - November to engage with our audience when there is less noise.

Please consider providing a discount, coupon or prize to the WPS Summit as well! Many of our past attendees jump on these coupon codes which lead to paying memberships.

Pricing Considerations:

- how many slots are available for this sponsorship - 1
- how many attendees do you hope to see – our goal is 10,000 registrations; based on our previous presenters, our reach is over 1 million.
- Are ads interactive and clickable - YES
- multimedia: opportunities to share videos during the webinar - yes
- List of email addresses - ONLY for this level



PACKAGE 2 - GOLD Level Main Event Sponsor \$4997

1. 1-Hour Speaker webinar slot (TIME TBD) to educate our audience on a relevant topic to our industry together with a 5-minute talk about your product at the end.
2. Clickable Logo on each speaker interview page
3. CLICKABLE ad/logo on our sponsor page, main page, and emails.
4. Clickable Logo in the footer of the website.
5. 10 (or more) tweets by @katbiggie and @writepublishsell; also included in affiliate copy for affiliates to share
6. Three posts minimum on our Facebook page (boosted).
7. Three posts in our Facebook Group for Authors about your upcoming presentation over the course of our promotion period.
8. Clickable logo and company info in the downloadable workbook each registrant receives.
9. A one-hour solo webinar between April - November to engage with our audience when there is less noise.

Please consider providing a discount, coupon or prize to the WPS Summit as well! Many of our past attendees jump on these coupon codes which lead to paying memberships.

Pricing Considerations:

- how many webinar time slots are available for this sponsorship - 3 AVAILABLE
- how many attendees do you hope to see – goal of 10,000 registrations
- are ads interactive and clickable - YES
- multimedia: opportunities to share videos during the webinar
- possible to advertise this in other ways: by guest blogging, podcasts, interviews etc



PACKAGE 3 – SILVER Level Sponsorship \$2997

1. 1-Hour Speaker webinar slot (TIME TBD) to educate our audience on a relevant topic to our industry together with a 5-minute talk about your product at the end.
2. INTERACTIVE AND CLICKABLE ad on our sponsor page.
3. 150-word description on our Speaker Calendar Schedule/ with link to your website and Twitter account that stays online until our next Summit.
4. Featured sponsor in emails and online content for one of the five main days of the conference.
5. 10+ tweets by @katbiggie and @writepublishsell
6. Several boosted post on our Facebook pages
7. Two posts in our Facebook Group for Freelance Writers about your upcoming webinar over the course of our promotion period.
8. Clickable logo and company info in the downloadable workbook each registrant receives.
9. A one-hour solo webinar between April - November to engage with our audience when there is less noise.

Please consider providing a discount, coupon or prize to the WPS Summit as well! Many of our past attendees jump on these coupon codes which lead to paying memberships.

Pricing Considerations:

- how many slots are available for this sponsorship - 5 AVAILABLE
- how many attendees do you hope to see – 10,000 is the goal
- are ads interactive and clickable - YES
- multimedia: opportunities to share videos during the webinar
- possible to advertise this in other ways: by guest blogging, podcasts, interviews etc



PACKAGE 4 – Bronze Level Sponsor

\$1997

1. Sponsor one of our 1-Hour Speaker webinar slot (TIME TBD) to educate our audience on a relevant topic to our industry together with a 5-minute talk about your product at the end.
2. Featured sponsor for selected Session in the conference. We will choose the session that your product/service is most relevant to so that we maximize potential.
3. INTERACTIVE AND CLICKABLE ad on our online sponsor page.
4. Five tweets by @katbiggie and @writepublishsell over the course of our promotional period.
5. Facebook page posts over the course of our promotional period. (boosted)
6. Attribution in one post in our 2200+ member Facebook Group for Authors about your upcoming webinar over the course of our promotion period.
7. Inclusion on the Sponsors page of the downloadable workbook received by each participant.
8. A one-hour solo webinar between April - November to engage with our audience when there is less noise.

Please consider providing a discount, coupon or prize to the WPS Summit as well! Many of our past attendees jump on these coupon codes which lead to paying memberships.

Pricing Considerations:

- how many slots are available for this sponsorship - 5
- how many attendees do you hope to see - approx 10,000
- are ads interactive and clickable - YES
- multimedia: opportunities to share videos during the webinar
- possible to advertise this in other ways: by guest blogging, podcasts, interviews etc



PACKAGE 5 - SESSION SPONSOR

\$997

Showing the love. And we love you for it.

1. INTERACTIVE AND CLICKABLE ad on our sponsor page.
2. Featured spot on ONE presentation page. (We'll choose a segment that matches most closely with your business to ensure the best exposure.) You may choose to be interviewed and use that as your featured session as well.
3. 5 tweets by @katbiggie and @writepubsell
4. One or more boosted/sponsored post on our Facebook page
5. You will also be able to write a blog post for OUR BLOG surrounding your product or service (optional).
6. Inclusion on the Sponsors page of the downloadable workbook received by each participant.

You must provide an affiliate link to your product for the WIP Summit, if available.

Please consider providing a discount, coupon or prize to the WPS Summit as well!

Pricing Considerations:

- how many attendees do you hope to see – 10,000 registrants
- ads interactive and clickable
- possible to advertise this in other ways: by guest blogging, podcasts, interviews etc



PACKAGE 6 - FRIEND OF WOMEN IN PUBLISHING

\$497

Showing the love. And we love you for it.

1. INTERACTIVE AND CLICKABLE ad on our sponsor page.
2. 5 tweets by @katbiggie and @writepubsell
4. One or more boosted/sponsored post on our Facebook page
5. You will also be able to write a blog post for OUR BLOG surrounding your product or service (optional).
6. Inclusion on the Sponsors page of the downloadable workbook received by each participant.

You must provide an affiliate link to your product for the WIP Summit, if available.

Please consider providing a discount, coupon or prize to the WPS Summit as well!

Pricing Considerations:

- how many attendees do you hope to see – 10,000 registrants
- ads interactive and clickable
- possible to advertise this in other ways: by guest blogging, podcasts, interviews etc

