



2026 Conference Sponsorship Opportunities

For businesses or individuals • Get the word out to a highly engaged target audience. • Choose from the sponsorship packages detailed below. Or contact us to tailor a package to your needs. • For corporate sponsors, recognition is available without tangible goods if needed. • Sponsorships may be made anonymously. • Scroll down to the bottom of this page to submit your sponsorship form.

Conference Tote Bag Insert • \$100

Include Your Promotional Item in Our Conference Tote Bags!

Do you have a business that caters to writers? Or perhaps you have an event coming up that would be of interest to our literary community? Include a flyer, brochure, or other promotional item in the tote bags we hand out to each of our conference guests. Not sure what to include? Work with us to figure out the best approach for your needs. (Item to be included should be a minimum of 3" x 5".)

Would you like even more exposure for your brand, product, business, or event? Choose the TOTAL Tote Bag Sponsorship, which allows you to put your brand or logo on the tote bags that each conference guest will be given when they check in. Scroll down for details. Only one TOTAL Tote Bag Sponsorship is available.

Master Class Sponsorship • \$250 each • \$1,000 to Sponsor all 9 Classes

Choose this Sponsorship to Target One or More Focused Audiences!

The day before the in-person conference, we offer [nine, two-hour classes, online](#), with plenty of opportunity for attendees to gain mastery through exercises and instructor interaction. Share your business, event, or work with this hyper-focused audience through a Master Class sponsorship.

Base benefits: logo/hyperlink and acknowledgment in online event schedule and mention in on-site material; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgments; gift acknowledgment in an enewsletter reaching 4800+ inboxes.

In addition, sponsors of one class will receive these specific benefits:

- Two conference Master Class admissions (for you or the guest of your choice) and access to the recording of your sponsored class (for a limited time)
- Verbal acknowledgment at the start of the class

The sponsor of all nine classes will receive these specific benefits:

- Nine conference Master Class admissions for you to use or give away
- Access to the recordings of all nine classes (for a limited time)
- Verbal acknowledgment at the start of each class
- The chance to virtually meet three Master Class instructors

Conference Scholarship Sponsorship • \$325

Give the Gift of a JRW Conference Experience and Support a Strong Literary Community!

Every year, JRW strives to remove price as a barrier to conference attendance for as many applicants as possible. Scholarship funds provide the conference experience to historically marginalized writers, educators, students, and veterans. Help us continue to foster a vibrant and inclusive literary community.

Base benefits: acknowledgment on website; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgments; and gift acknowledgment in an enewsletter reaching 4800+ inboxes. (You may sponsor a scholarship anonymously, if desired.) If you are interested in sponsoring multiple scholarships, additional benefits such as conference tickets are available.

Conference Breakout Session or Workshop Sponsorship • \$350

Choose a Session That Speaks to Your Branding or Your Passion!

Sponsor your choice of one of our many popular panels on the craft or business of writing. View [the conference schedule](#) to select a panel that appeals to you and your target audience. Alternately, sponsor one of our 60-minute conference workshops that offer hands-on learning and actionable takeaways from experienced instructors.

Base benefits: logo/hyperlink and acknowledgment in online event schedule and mention in on-site material; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgment; gift acknowledgment in an enewsletter reaching 4800+ inboxes.

In addition, sponsors will receive these specific benefits:

- Signage indicating sponsorship
- Verbal acknowledgement at the start of the breakout session

If you are interested in sponsoring more than one breakout or intensive, additional benefits such as one- or two-day conference tickets are available. See below for the opportunity to sponsor a breakout room, eight sessions total, for two days.

Coffee Hero Sponsorship • \$500 for One Day OR \$1,000 for Both Days

Help Us Bring Coffee to the Masses!

Did you know that for a captive audience coffee and tea for the weekend can cost an arm and two legs? Be the hero of the conference by providing one of the weekend's most essential ingredients: adequate access to caffeine! Believe it or not, this sponsorship doesn't even cover the costs!

Base benefits: logo/hyperlink and acknowledgment in online event schedule and mention in on-site material; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgment; gift acknowledgment in an enewsletter reaching 4800+ inboxes.

In addition, sponsors will receive these specific benefits:

- A ribbon to wear on your name tag that recognizes your "Coffee Hero" status
- Signage at the coffee and tea station
- An insulated JRW tumbler or a coffee mug
- One one-day ticket to the conference with a \$500 sponsorship; one two-day ticket with a \$1000 sponsorship

By the Book: Elevated Conference Breakout Session Sponsorship • \$500

Share Your Published Work with Hundreds of Book Lovers!

Want to get your published book(s) in front of a wider audience? With this sponsorship package, your book's title can be featured as a panel sponsor. Additionally, you can sell two titles through the conference bookstore and have a book-signing session.

Base benefits: logo/hyperlink and acknowledgment with your book's thumbnail or logo on the website conference event schedule and mention in on-site conference materials; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgments; gift acknowledgment in an newsletter reaching 4800+ inboxes.

In addition, sponsors will receive these specific benefits:

- Verbal acknowledgement in the [breakout session](#) of your choice
- Ability to sell two book titles at the conference bookstore, [online](#) and in-person
- Twenty minutes to sign two book titles at the conference signing table
- One-day ticket to the conference (choose Saturday or Sunday)

Genre Networking Lunch Sponsorship • \$750 • Only One Available

Help Provide Lunch During Our Genre Networking!

Saturday lunch offers an opportunity for our conference attendees to network by genre and meet others struggling with similar writing challenges. JRW is all about community, and this is one of the ways we help our attendees connect with each other.

Base benefits: logo/hyperlink and acknowledgment on website conference event schedule and mention in on-site conference materials; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgments; acknowledgment in newsletter reaching 4800+ inboxes.

In addition, sponsor will receive these specific benefits:

- Signage indicating sponsorship in the breakout rooms and on the buffet tables
- Verbal acknowledgement at the end of each breakout session before lunch
- On-screen recognition at the Greater Richmond Convention Center
- One-day ticket to the conference (choose Saturday or Sunday)

Poetry Showcase Sponsorship • \$1,000

Support Poets & Poetry at Sunday's Lunch!

Back by popular demand, Sunday's lunch features a poetry showcase, with readings from our award-winning conference poets. Help us provide lunch and an inspirational interlude that is one of our most engaging conference events.

Base benefits: logo/hyperlink and acknowledgment on website conference event schedule and mention in on-site conference materials; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgments; gift acknowledgment in newsletter reaching 4800+ inboxes.

In addition, sponsor will receive these specific benefits:

- Signage indicating sponsorship at the Showcase and on the buffet tables
- Verbal acknowledgement at the end of each breakout session right before lunch
- On-screen recognition at the Greater Richmond Convention Center
- One-day ticket to the conference (choose Saturday or Sunday)

First Page or Query Letter Critique Session Sponsorship • \$1,000 Level

Get Exposure During Our Most Popular Conference Sessions!

James River Writers offers conference attendees anonymous, on-the-spot critiques of their first pages and/or query letters, submitted ahead of time. Industry experts offer their advice on these critical elements of a writer's success. Choose either the [Query Letter Critique](#) session on Saturday, or the [First Page Critique](#) Session on Sunday.

Base benefits: logo/hyperlink and acknowledgment in online event schedule and mention in on-site material; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgment; gift acknowledgment in an newsletter reaching 4800+ inboxes.

In addition, sponsors will receive these specific benefits:

- One two-day conference admission
- Signage indicating sponsorship
- Verbal acknowledgment at the start of the critique session
- On-screen recognition during critique session at the Greater Richmond Convention Center

TOTAL Tote Bag Sponsorship • \$2,000 • Only One Available

Put Your Brand in Front of Your Target Audience at the Conference and Beyond!

Imagine your logo on our 300 tote bags! Not only will your brand or product be on display to all of our conference attendees, but it will also be "out in the wild" following the close of the conference, as our writing community loves to carry their tote bags for everyday activities.

Base benefits: logo/hyperlink and acknowledgment in online event schedule and mention in on-site material; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgments; gift acknowledgment in an enewsletter reaching 4800+ inboxes.

In addition, sponsors will receive these specific benefits:

- Two two-day conference admissions
- Logo on our conference tote bag
- Verbal acknowledgment from the podium during our opening session

Two-day Breakout Room Sponsorship • \$2,500 • Three Available

Eight Times the Engagement of a Single Breakout Session!

Sponsor one of our breakout rooms, eight events total, for the whole weekend. Get your name, brand, or logo displayed prominently, letting attendees who pass by your breakout room all weekend long know of your commitment to the literary arts. (Individual sessions may have an additional sponsor, but your name will be on the room.)

Base benefits: logo/hyperlink and acknowledgment in online event schedule and mention in on-site material; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgment; gift acknowledgment in an enewsletter reaching 4800+ inboxes. In addition, sponsors will receive these specific benefits:

- Two two-day conference admissions
- Signage at the door and on the podium of the breakout room
- Verbal acknowledgment from the moderator of every event in your breakout room and from the podium in the main room at the start of each day
- On-screen recognition at the Greater Richmond Convention Center
- Two invitations to the Friday evening kickoff party, where you can mingle with our speakers

Keynote Sponsorship • \$5,000 • Only One Available

Help Us Bring a Literary Super Star to the Stage!

This year's keynote speaker is *New York Times* bestselling author of *The Duchess War* and numerous other novels, including most recently, *The Earl Who Isn't*, **Courtney Milan**. Her books have received starred reviews in *Publishers Weekly*, *Library Journal*, and *Booklist*. She is a *New York Times* and a *USA Today* Bestseller.

For more information see the [conference schedule](#).

Base benefits: logo/hyperlink and acknowledgment in online event schedule and mention in on-site material; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgment; gift acknowledgment in an enewsletter reaching 4800+ inboxes.

In addition, sponsors will receive these specific benefits:

- Four two-day conference admissions
- Admission to three pre-conference Master Classes of your choice
- Personal introduction to the keynote speaker and a signed book from the speaker, if desired (and available)
- Signage indicating sponsorship
- Verbal acknowledgment at the start of the keynote
- On-screen recognition at the Greater Richmond Convention Center
- Four invitations to the Friday evening conference kickoff party, where you can mingle with our conference speakers

Premier Sponsorship • \$15,000 • Only One Available

Are you committed to supporting a vibrant literary community?

The Premier Sponsorship is designed for maximum exposure for your business, brand, or work.

Base benefits include: logo/hyperlink and acknowledgment in online event schedule and mention in on-site material; the opportunity to put an insert in the conference tote bag; Facebook & Instagram acknowledgment; gift acknowledgment in an enewsletter reaching 4800+ inboxes.

In addition, premier sponsors will receive these specific benefits:

- Ten two-day conference admissions (may donate as scholarships)

- Nine admissions to conference Master Classes to use or donate and access to the recordings of all nine classes (for a limited time)
- Personal introduction to our keynote speaker and a signed book from the speaker, if desired (and available)
- Signage indicating sponsorship
- Verbal acknowledgment at the start of every panel
- On-screen recognition at the Greater Richmond Convention Center
- Four invitations to our Friday evening conference kickoff party, where you can mingle with our conference speakers

[Submit Sponsorship Form](#)

If you'd like to get more information on any of these sponsorships or discuss a custom-designed sponsorship opportunity, please reach out to executive director Katharine Herndon at execdirector@jamesriverwriters.org.