



**The Center for Black Literature at
Medgar Evers College of the City University of New York**

Presents

The 2017 National Black Writers Conference Biennial Symposium

**“Our Miss Brooks: A Centennial Celebration”
March 25, 2017**

SPONSORSHIP PACKET

**Conference Location:
Medgar Evers College, CUNY
1650 Bedford Ave.
Brooklyn, NY 11225**

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The National Black Writers Conference
At Medgar Evers College of the City University of New York
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Mission of the Center for Black Literature

Founded in 2003, the Center for Black Literature at Medgar Evers College was established to expand, broaden, and enrich the public's knowledge and aesthetic appreciation of the value of Black literature; to continue the legacy and tradition of the National Black Writers Conference; to serve as a voice, mecca, and resource for Black writers; and to study and sustain a dialogue focused on the literature produced by people of the African Diaspora. Through its projects and partnerships with the College's centers and departments and with literary, educational and cultural organizations in the community, the Center for Black Literature offers a series of programs that build an audience for the critical analysis, discussion, and reading of contemporary Black literature and that serve as a forum for the research and study, as well as the publishing, of literature by Black writers. The Center's literary programs and events include author talks and book signings, conferences, panel discussions, symposia, and writing workshops and retreats.

About the National Black Writers Conference and NBWC Biennial Symposium

Sponsored by The Center for Black Literature at Medgar Evers College, CUNY, the National Black Writers Conference (NBWC) is a conference convened to provide established and newly discovered writers and poets, literary advocates and scholars, independent researchers, professionals in the worlds of literature and publishing, and booksellers, as well as the general public, with a venue for sharing the works published by Black writers; discussing the trends and themes in Black literature; and identifying the major issues and challenges faced by Black writers and those in the business of reading, publishing, and selling Black literature. Initially inspired by the late John Oliver Killens, the Conference has been held at Medgar Evers College since 1986.

The National Black Writers Conference Biennial Symposium, which is held on alternate years of the Conference, is a one-day meeting in which the life and career of an exemplary person are explored and the manner in which the themes in their works have influenced and impacted African-American and Western culture. Activist Danny Glover, playwright August Wilson, authors Toni Cade Bambara, Octavia E. Butler and Walter Mosely, and musician Bob Marley have been celebrated during the NBWC Biennial Symposium.

Among the honorees who have been featured at the National Black Writers Conference are Nobel Prize-winning authors Derek Walcott and Toni Morrison, as well as distinguished writers and poets such as Rita Dove, Edwidge Danticat, Charles Johnson, the late Amiri Baraka, Nikki Giovanni, Ngugi wa Thiong'o, Ishmael Reed, Walter Mosley, Quincy Troupe, Haki R. Madhubuti, and many others. Each subsequent Conference is built on the previous one, attracting a national and international audience. The Conference is currently held biennially; on alternate years, literary symposia are held. Proceedings of five Conferences have been published. Publishers have included Morton Books (2008), Third World Press (2006), the Center for Black Literature (2003), and Peter Lang (1996 and 1998).

The following excerpts illustrate writers' and participants' responses to the Conferences:

- "I wanted to extend a thanks for inviting me to the National Black Writers Conference Biennial Symposium. It was great to hear Danny Glover speak, and as a fellow Bison it was a special treat to hear Dr. Carr, again. I'm also a big fan of *Brown Girl Dreaming*, so Jacqueline [Woodson] was a nice treat as well."

- “Thank you for inviting me to participate in the Symposium honoring Danny Glover. It was great to reunite with him. He called the other day and we continued the conversation that will continue. You all get better and better on a straight upward trajectory. Congratulations. And the beautifully produced and edited magazine was a complete surprise. Y’all got it going on. Thanks Again.”
- “Once again, I enjoyed the National Black Writers Conference. It was an excellent opportunity to learn the history and listen to the ideas of other artists.”
- “Such an inspiring and necessary gathering.”
- “This Conference [2014], by far, is one of the most empowering conferences I’ve attended. The information delivered was valuable and uplifting.”
- “I appreciated the diversity of information.”
- “Intellectual melting pot of ideas and beliefs. Life-changing statements for all ages. This Conference should happen yearly!”
- “What a wonderful conference...just looking at my notes...ready to rock! Black books live at the National Black Writers Conference (NBWC).”

The 2017 National Black Writers Conference Biennial Symposium will convene Saturday, March 25, 2017, and provide writers and poets, scholars, literary professionals, students, and the general public with a forum for engaging in dynamic and spirited conversations, panel discussions, readings, workshops, and performances.

Goals of the National Black Writers Conference

Since 1986, the goals of the National Black Writers Conference have been to:

- Provide the general public, writers, students, and those in the literary field with a range of literary texts by Black writers and an opportunity to hear and discuss the themes and trends in Black literature with writers, scholars, agents, publishers, and agents;
- Provide emerging writers with an opportunity to study the craft of writing from established writers;
- Provide support and strategies to the general public and newly discovered and established writers on publishing, editing, writing, marketing, and bookselling;
- Expose the Medgar Evers College student body (97 percent Black students), as well as the larger diverse CUNY student body, to literature created by Black writers;
- Provide youth with an opportunity to meet and greet writers and to participate in workshops and seminars;
- Provide youth with books through partnerships with publishers;
- Recognize outstanding writers through the conferring of literary and institutional awards;
- Provide independent researchers and literary scholars with opportunities to present scholarship on Black writers; and

- Provide Conference participants with networking opportunities through the Conference panels, workshops, readings, receptions, and cultural programs.

Theme of 2017 National Black Writers Conference Biennial Symposium

The year 2017 marks the centennial of the birth of Gwendolyn Brooks (1917–2000), a lifelong chronicler of Black life in America who expressed Black experiences in America with her courageous, artistic and politically charged poetry and prose. Brooks, a poet, memoirist and novelist, was also the first African-American author to win the Pulitzer Prize in any literary genre; she was Poetry Consultant (now known as U.S. Poet Laureate) to the Library of Congress and served as Illinois Poet Laureate from 1968 to 2000. She also received an American Academy of Arts and Letters Award, the Frost Medal, a National Endowment for the Arts Award, the Shelley Memorial Award, and fellowships from the Academy of American Poets and the Guggenheim Foundation among many others. The author of more than 20 volumes of poetry, including the collections *Annie Allen* and *The Bean Eaters*, and the novel *Maud Martha*, Gwendolyn Brooks claims an irrefutable place in our literary canon. In partnership with Our Miss Brooks 100, the Center for Black Literature is proud to take part in the yearlong “Our Miss Brooks: A Centennial Celebration.”

NBWC Biennial Symposium Target Population

The target population for the NBWC Symposium is diverse and intergenerational. We target the general public, academics, and stakeholders in literature and the publishing industry for the Conference. We estimate that 400 people will attend the symposium.

Target Demographics

- Audience Age: 18 – 45 years old
 - Gender: 66 percent female; 35 percent male
 - Race: African-American / Afro-Caribbean / Latino
- Heavy promotion focuses on the college-educated, postgraduate and professional sectors. In New York: 500,000 N.Y. / N.J. residents fit the demographic.*

Marketing

- Targeted Sites and E-mail Lists; Social Media (Facebook, Twitter)
- Facebook 20,000
- Twitter 7,000
- E-mail: 50,000 total opt-in e-mails; CUNY

Print Media

- *Our Time Press*
- *New York Amsterdam News*
- *Poets & Writers*
- *The Writer’s Chronicle*
- *Brooklyn Daily Eagle*
- *Caribbean News*
- *Daily News*
- *The Network Journal*

Radio Marketing

- WBAI, 99.5 FM
- WLIB, 1190 AM
- WNYC, 93.9 FM, 820 AM
- WWRL, 1600 AM
- WHCR, 90.3 FM
- KABF, 88.3 FM

Online Journals and Web sites

- *The Root.com*
- *Essence.com*
- *Kweli Journal*
- *Mosaic Literary Magazine*
- *Brooklyn Reader*

Calendars and Web sites of Partner Organizations

PR Marketing Newswire

2017 NBWC Sponsorship Opportunities

Sponsorship Requested:

Monetary—Covers the following costs:	<i>Travel, lodging Program— panels, workshops, readings Public Relations—ads and publicity Printing—program journal, posters, brochures</i>
Media	<i>TV, print, radio, and Internet</i>
Gala Benefit / Awards Presentation	<i>Catering, entertainment</i>
Awards / Scholarships	<i>Literary Awards, Essay Awards, and Book Scholarships</i>

All donations are exempt from Federal Income Tax under section 501.3 of the Internal Revenue Code.

Sponsorship Levels:

<u>John Oliver Killens</u> Platinum Package	\$5,000.0 0	<u>Gwendolyn Brooks</u> Jubilee Package	\$4,000.0 0
Benefits		Benefits	
Full-page Ad in NBWC Program Journal		Full-page Ad in NBWC Program Journal	
8 entries to NBWC & VIP with writers		6 entries to NBWC & VIP with writers	
Banner at NBWC		Banner at NBWC	
Mention on all ads once agreement is made		Mention on all ads once agreement is made	
3 items in gift bags / or participant folder		2 items in gift bags / or participant folder	
Mention from the stage at NBWC		Mention from the stage at NBWC	
1 link from our Web site to theirs		1 link from our Web site to theirs	
Press opportunities where applicable		Press opportunities where applicable	
<u>Langston Hughes</u> Legacy Package	\$3,000.0 0	<u>Audre Lorde</u> Renaissance Package	\$2000
Benefits		Benefits	
Half-page Ad in NBWC Program Journal		Half-page Ad in NBWC Program Journal	
4 entries to NBWC		2 entries to NBWC	
Banner at NBWC		Banner at NBWC	

Mention on all ads once agreement is made		Mention on all ads once agreement is made	
2 items in gift bags / or participant folder		1 item in gift bags / or participant folder	
Mention from the stage at NBWC		Mention from the stage at NBWC	
1 link from our Web site to theirs		1 link from our Web site to theirs	
<u>Octavia E. Butler</u>	\$1,000.00	<u>Jupiter Hammon</u>	\$500.00
Visionary Package	0	Heritage Package	
Benefits		Benefits	
1/4 page Ad in NBWC Program Journal		2 entries to NBWC	
2 entries to NBWC		1 item in gift bags / or participant folder	
Mention on all ads once agreement is made		1 link from our Web site to theirs	
1 item in gift bags / or participant folder			
1 link from our Web site to theirs			

Key Personnel: National Black Writers Conference (NBWC)

To submit Sponsorship, please contact: The Center for Black Literature, Tel: 718-804-8882

The Center for Black Literature Staff

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Please make checks payable to: **Medgar Evers College Educational Foundation, Inc.**

In the memo line, please write: **The Center for Black Literature**

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