September 5, 2019

Dear Potential Sponsor:

On October 18th, the Zora Neale Hurston/Richard Wright Foundation will host its annual Legacy Awards celebration of great literature by Black writers. This year, the foundation will present awards to Rita Dove, a Pulitzer Prize-winning poet and former U.S. poet laureate, and Glory Edim, founder of the Well-Read Black Girl book club and festival. The winners of the 2019 Legacy Awards for best books by Black authors also will be announced and the Hurston/Wright Award for College Writers will be presented to fiction and poetry students.

The ceremony is attended by stars of Black literature as well as a diverse community of arts patrons, cultural activists, book club members, publishers and educators. It connects writers to publishing executives, honors literary achievement and introduces readers to writers. Previous award recipients include Ernest J. Gaines, Natasha Trethewey, Claudia Rankine, Edwidge Danticat, Carla Hayden, John Lewis, Ntozake Shange and many others whose voices are essential to the world narrative.

Your participation in the Legacy Awards ceremony would ensure a memorable celebration and a lasting legacy. There are several opportunities, including becoming a sponsor of the evening, placing an advertisement in the souvenir book or buying a table.

The Legacy Awards program provides critical funding to support the foundation’s mission to discover, mentor and honor Black writers. Throughout the year, award winners lead writing workshops and master classes. More than a thousand writers have attended the workshops since they began in 1996. Authors also hold readings and discussions that have drawn thousands to libraries and bookstores. And, the college writing award has recognized and encouraged writers such as Tayari Jones, Mitchell S. Jackson, Brit Bennett, and David Anthony Durham. Since the award debuted in 1991, more than 80 students have been honored and more than 25 have published books.

You can help make these celebrated and essential programs possible. Together, we will continue the legacy of Zora Neale Hurston and Richard Wright. Please join us for the Hurston/Wright Legacy Awards Ceremony and Reception on October 18, 2019, at the historic Washington Plaza Hotel in Washington, D.C.

Please consider supporting the 2019 Legacy Awards. Contact the Zora Neale Hurston/Richard Wright Foundation at info@hurstonwright.org.

Sincerely,

Kesha Lee
Executive Director
Hurston/Wright Foundation
Hurston/Wright Legacy Awards
October 18, 2019
Washington, DC
Sponsorship Opportunities

$10,000 - Limited Edition Sponsor
- Listing and signage as co-host of the Legacy Award ceremony
- Premium ad placement on the inside back cover
- Promotional insert in the ceremony gift bag
- Logo on official invitations and promotional materials for the Legacy Award
- Publicity photographs with honorees, award winners and special guests
- A premium ad and logo on foundation website
- Prominent mention in all Legacy Award press releases and publicity materials
- Listing on sponsor page of Legacy Award souvenir program
- Table of 10 seats to Legacy Award ceremony and reception
- Premium reserved seating

$7,500 - First Edition Sponsor
- Listing and signage as co-host of the Legacy Award reception
- Two-page advertising spread in Legacy Award souvenir program
- Logo on official invitations and promotional materials for the Legacy Award
- Publicity photographs with honorees, award winners and special guests
- A premium ad and logo on foundation website
- Mention in all Legacy Award press releases and publicity materials
- Listing on sponsor page of Legacy Award souvenir program
- Table of 10 seats to Legacy Award ceremony and reception
- Premium reserved seating

$5,000 - Renaissance Sponsor
- Full-page ad in Legacy Award souvenir program
- Logo on foundation website
- Publicity photographs with honorees, award winners and special guests
- Listing on sponsor page of Legacy Award souvenir program
- 6 seats to Legacy Award ceremony and reception
- Reserved seating

$2,500 – Grand Patron
- Half-page ad in Legacy Award souvenir program
- Logo on foundation website
- Listing on sponsor page of Legacy Award souvenir program
- 4 seats to Legacy Award ceremony and reception
- Reserved seating
2019 Hurston/Wright Legacy Award
Ads, Tables and Special Opportunities

Host committee member -- $2,500
• A prominent table for 10 at the gala
• Your name on the event invitation and souvenir program book
• Half page ad in souvenir program book

Advertisements in souvenir program book
• Full Page - $1,000  8.5" W x 11" H
• Half Page - $500  Horizontal: 8.5" W x 5.5"  Vertical: 4.25" W x 11 "H
• Quarter Page - $250  4.25" W x 5.5" H
• Eighth Page - $125  4.25" W x 2.75" H

Table – $1,500
• Table of 10 seats to the Legacy Award ceremony and reception
• Reserved seating
• Listing as a donor in Legacy Award souvenir program

Author Promotion – $250
• Enhanced Author Page in the For Readers section of www.hurstonwright.org
• Quarter-page print ad in the Legacy Award souvenir program

Book Club Promotion – $250
• Book Club Page in the For Readers section of www.hurstonwright.org
• Quarter-page print ad in the Legacy Award souvenir program

Scholarships for Emerging Writers
Donors are invited to fund and name scholarships to cover tuition and housing for unpublished writers who have been accepted to attend a Hurston/Wright Summer Writing Workshop. A scholarship of $2,000 will ensure that a deserving writer has the opportunity to learn from acclaimed authors. It also will allow the donor to name the scholarship, which will be promoted on the Hurston/Wright website and in promotional material. To participate, please send an email to info@hurstonwright.org.

Individual general seating tickets are available at the price of $125 each. Special pricing is available for book club group sales. All guests are invited to attend the ceremony buffet.