

Re: Potential Sponsorship of Writer Awareness

Pen Works Media that fights for the equality and diversity of working-class talent in the arts. Together with Actor Awareness, we aim to provide a community and a voice for disenfranchised groups of writers and performers, encouraging creatives from all backgrounds to create, submit and develop original work.

How it works

Writer Awareness sets universal themes like class, LGBTQ, mental health, race and gender, and encourages writers of any background to submit 15-minute excerpts from original plays. Each play is read and reviewed, and our top 4 plays are selected to be performed to a live audience at Spotlight HQ in Leicester Square.

Once selected, Actor Awareness assist the writer with the casting of the plays and offer tickets to their growing existing list of audience members and professional industry panellists so that writers, actors and directors all get the chance to gain exposure on original projects.

Every summer, a handful of the audience's favourite 15-minute plays are offered the chance to be expanded into 60-minute versions that we run at respected fringe theatre venues in London, so we not only encourage new work, but we champion its development, too.

Our events have been covered by The Guardian, The Stage, ITV News, BBC Radio, Sky News, and many independent industry outlets. Last year, a number of plays specifically created for our event went on to be performed at major venues such as The Edinburgh Festival and the London Vaults.

To help us run these events, we rely on sponsorships from fellow artistic peers. Our sponsors include Spotlight, Backstage and Starnow, and we wondered if you would also consider coming on board as an official sponsor, too.

What we need

It costs us £500 to run each event, which is the fee we ask each sponsor to donate. This fee helps us pay every actor and writer on the day of their performance.

Once you become a sponsor, we will promote you throughout the entirety of 2018, not just on the event itself.

What you get

We're delighted to offer each sponsor:

- Your logo and name in every event programme provided in 2018
- Your logo and name projected onto the stage at the beginning of each event in 2018, along with any marketing materials you might wish to supply (posters, flyers, brochures, etc)
- Social media coverage via our accounts, which have a collective audience of 20,000 followers across Twitter, Facebook and Instagram
- Your logo on both the Writer Awareness and Actor Awareness websites in our **supporters and patrons'** sections
- Bespoke details sent out every month via our mailing list (available upon request)

If you'd like to become a sponsor, or have any question about our sponsorship terms, please don't hesitate to get in touch to have a chat or arrange a meeting.

Thank you so much for taking the time to consider our request.

Yours faithfully,



Jody Medland
PEN WORKS MEDIA
Managing Director