

willy
lit
fest

Festival Summary and Sponsorship Opportunities



The Williamstown Literary Festival has now grown into one of the country's most respected word fests, attracting some of Australia's best loved authors. The festival also has a strong focus on local participation, with the annual People's Choice and Ada Cambridge awards showcasing aspiring local writers and poets.

Williamstown Literary Festival 2019

CHOOSE *your own* ADVENTURE

And what a trip it turned out to be. With a new Captain at the helm it could have been all at sea and up the creek without a paddle, but we manned the decks and turned the festival full steam ahead.

The Willy Lit Fest 2019 began early in April with a tribute to Ada Cambridge during the Hobson's Bay City Council's 100 Years Heritage Festival. To honour this woman of letters we took the locals for a walk on the Ada-side to discover life at the turn of the 20th century and to see the world of Williamstown through her eyes. They came, they strolled, they even met Ada! She popped up (as played by Barb Hughes, erstwhile Willy Lit Fest Executive Officer) outside the Vicarage under the very window where Ada penned a half dozen titles of her literary canon. The Adas writing prizes elicited entries from across Victoria for the first time with great success. The judges had their work cut out for them with over 90 poems, 70 prose entries and 50 Young Adas short stories received.

In looking back we took a leap of faith and relaunched the Willy Lit Fest at the thematic Pirate's Tavern at Seaworks; all part of the master plan to celebrate the salubrious niche venues Williamstown has to offer. These included an opening night at Sebastian Beach Grill and an afternoon of high tea and romance writing at the Croquet Club, and a host of local authors competing at the Pirates Tavern to be voted our 'People's Choice' for 2019.

We stretched our wings and brought to town a raw mix of talent. Political pundits enjoyed the crisp intelligence of Kerry O'Brien under the searing gaze of moderator Frank McGuire. Walkley Award winning journalists were in abundance in the form of Matthew Condon AM and Caroline Overington. Hard questions were asked and answered by George Megalogenis and Matthew Roddin and hard quizzes amused and confounded from David Astle and Rod Quantock.

The ever-popular Andy Griffiths entranced his young audience once again, while Saturday evening saw a Town Hall packed for Stereo Stories, widely applauded as one of the best ever.

We convened a sleuth of criminal minds with crime writers and podcasters including Liz Porter, Helen Thomas, Claire Halliday and Vikki Petraitis. From the hard core to love and the obstacles it can overcome, our crowd were endeared with high tales of Romance from Leisl Leighton, Beverley Oakley, Sasha Cottman, Ebony McKenna and Anne Gracie.

We drove through the long night of the soul with deep and occasionally disturbing true-life stories from Tjanara Goreng Goreng, Chrissie Foster and Mary K Pershall and we walked through fire with Clementine Ford and Sonia Orchard.

Adventures of the past came to the fore with Clare Wright, Jock Serong and Meg Keneally and the future was writ large with Ahmed Yussuf, Tariro Mavondo, Adet Wol Abec and Khalid Warsame who have grown up African in Australia.

Perhaps the best adventure of all was introducing some of our younger readers to the writers behind a raft of YA lit. A panel of bright minds with Rob Newton, Nova Weetman and Lili Wilkinson was solid fare before Jacinta Parsons took on the team debating cautionary genres from authors Michael Pryor, Rebecca Lim and Gabrielle Bergmoser.

Come Sunday night we were spent, replete and satisfied. The journey for 2019 was over and now the adventure for 2020 begins.

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"Thank you for hosting such a magnificent festival!! I'm back home in Hobart and all a buzz from such a great time. I felt so welcomed and supported - thank you."

**Sarah Hamilton,
Playwright**

*Why Lit Fest is meeting
with local enthusiasts
and authors."*

Festival patron

"The Williamstown Lit Fest was incredible the team were very hospitable and friendly, and I thoroughly enjoyed taking part in the Growing Up African in Australia session."

Well done once again on a successful festival."

**Tariro Mavondo,
Writer and actress**



"Please pass on my thanks and congratulations to the Willy Fest Team on staging another very successful and enjoyable festival!"

**Andy Griffiths,
Author**

of
festival.
sion

What the Authors and Friends of the Festival say

*"I loved every
Clementine F
Kerry O'Brien
great!"*

"I must congratulate you and all concerned on the smooth running of the Awards ceremony. My friend and I enjoyed it immensely. I thought it was much better than last year with Carmel making the announcements and doing the readings. Given her friendly approach and warm personality the audience loved her. You couldn't have made a better choice."

**Jean Thornton,
Ada Cambridge
Poetry Prize shortlistee**

"Thank you once more for your (and the committee's) hard work in organising the People's Choice competition again this year. As always, it's an eclectic mix of people that read their work and I was very honoured to receive such positive feedback. On another note I really liked the new environment which provides the opportunity for a nervous ale prior to reading and an adrenaline settler post. Most enjoyable. See you again next year."

**Toby Guthrie,
People's Choice
participant**

*"Festivals are ... an integral
part of our cultural identity."*

Melbourne City of Literature

very
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back.
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new
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Sponsorship and Benefits 2019

	MAJOR PARTNER	PARTNER	PLATINUM	GOLD	SILVER	BRONZE
	\$20,000 + GST	\$15,000 + GST	\$10,000 + GST	\$7,500 + GST	\$5,000 + GST	\$2,500 + GST
Branding (logo placement and text) on all key marketing collateral, including a range of both print and digital media; such as the Williamstown Literary Festival program, posters, brochures, flyers and other media. Items are distributed in the western suburbs and metropolitan Melbourne.	✓	✓	✓	✓	✓	✓
Your organisation will be acknowledged on the Williamstown Literary Festival website year-round, including logo placement and hotlinks on frequently visited pages. This will remain online, giving your organisation year-round exposure to the thousands of visitors who peruse our page, not only during festival season, but throughout the year.	✓	✓	✓	✓	✓	✓
The opportunity to include text copy (up to 150 words) in the Williamstown Literary Festival e-news, delivered to an ever-increasing database of book lovers, residents of the western suburbs and visitors.	✓	✓	✓	✓	✓	✓
The opportunity for displaying your organisation's marketing collateral (such as leaflets, brochures, or flyers) at tables located in high traffic areas in the Festival Hub, and display of your large eye-catching pull up banners.	✓	✓	✓	✓	✓	
Complimentary tickets for your organisation to distribute to staff, stakeholders and VIPs, as well as priority booking for high profile speaker sessions.	✓	✓	✓	✓	✓	
Logo placement and text acknowledgements on every edition of the Williamstown Literary Festival e-news that is produced in the lead up to the festival.	✓	✓	✓	✓		
The opportunity for a representative from your organisation to speak at the Official Program Launch to an audience of VIPs and special guests.	✓	✓	✓	✓		
Acknowledgement on the Hobsons Bay City Council Arts and Culture e-news, distributed to approximately 1,000 readers located in the Melbourne metropolitan, Maribyrnong and Hobsons Bay regions.	✓	✓	✓			
Acknowledgement on the Hobsons Bay Libraries e-news, distributed to approximately 4,000 readers located in metropolitan Melbourne, Maribyrnong, Hobsons Bay and surrounds.	✓	✓	✓			
Opportunity to include feature articles on the Williamstown Literary Festival website (including cross-promotion on the Williamstown Literary Festival's social media channels).	✓	✓	✓			
Logo placement on official invitations sent to a range of VIP stakeholders and guests, including politicians, Councillors, executive management from key associated organisations, high profile writers and speakers.	✓	✓	✓			
Inclusion on all media releases sent to dailies, metropolitan and specialised literary magazines.	✓	✓				
The opportunity for a representative from your organisation to speak to a captured audience at the Williamstown Literary Festival Opening Event. The audience typically comprises of local emerging and established writers, poets, and creatives; local residents; visitors; business owners; and high profile guests.	✓					

Special Offers

Session Supporter \$1500 + GST

The Williamstown Literary Festival is famous for its diverse, engaging, unique and high quality programming. You can be a part of it by sponsoring a session. In this session, you will be able to promote your organisation, special offers and deals for Williamstown Literary Festival patrons, and speak with a committed, dedicated and loyal group of potential customers. Work with our Programming Committee to select a session that fits with the mission, objectives and values of your organisation, and become a sponsor of that session. For example, a café may sponsor a session on cook books, or a travel agent may sponsor a panel discussion of travel writers. Our programming streams are so diverse, that we are sure to find something suitable. Your organisation will also be listed in the Williamstown Literary Festival program. Last year, thousands of these programs were distributed throughout the western suburbs and metropolitan Melbourne, to cafes, restaurants, libraries, community centres, shops, as well as targeted distributions to executive management of key organisations, and VIPs including local councillors and MPs.

Community Group \$500 + GST

Are you a registered not for profit community group? If you are interested in promoting your group, building your membership, or just being a part of a wonderful community event, we encourage you to consider a \$500 contribution to the Williamstown Literary Festival. Work with our Programming Committee to select a session that fits with the mission, objectives and values of your group, and become a sponsor of that session. Historical societies may want to sponsor a session on World War I, or a tennis club may wish to support a sports panel discussion. At this session, you will be able to display flyers, brochures and posters, and speak with a dedicated audience. You will even have your group listed in the Williamstown Literary Festival program. Last year, thousands of these programs were distributed throughout the western suburbs and metropolitan Melbourne, to cafes, restaurants, libraries, community centres, shops, as well as targeted distributions to executive management of key organisations, and VIPs including local councillors and MPs.

Become a Friend of the Festival

www.givenow.com.au/willylitfest

The Williamstown Literary Festival is developed, promoted and supported by people who value the promotion of literacy, reading and writing in the western suburbs of Melbourne and beyond. These people are Friends of the Festival and every year they donate varying amounts of money to assist the festival committee in its work. Their donations support the festival's programming, logistics and infrastructure. In return, our Friends receive special status at every festival: they get advanced notice of ticket sales, they are invited to closed sessions, and special events to meet festival guests.

Those who donate \$50 or more are guests of the committee at the opening night cocktail party, those who donate \$100 or more are recognised in our program, which is widely distributed throughout Williamstown and the western suburbs.

Contact the committee to learn more about our Friends of the Festival program or simply donate now at www.givenow.com.au/willylitfest. You will receive a receipt upon donating, and a welcoming email from the festival. All donations above \$2 are tax deductible.



We hope that if a sponsorship is not suitable for you at this time, you will consider making a charitable donation to the Williamstown Literary Festival. Every donation helps, no matter how large or small.

The top five places
where most of our
patrons hear about WLF

- 1 **WLF eNews**
- 2 **WLF Program (print/online)**
- 3 **Hobsons Bay Libraries**
- 4 **Facebook**
- 5 **Hobsons Bay Library eNews**

**OVER
3,000
TICKETS
SOLD!**

Combined
print reader
circulation

**OVER
400,000**

**CHANNEL
TEN
AUDIENCE
REACH
4.44
Million!**



**OUR
PATRONS
LOVE US!**



90% of patrons
have attended
the festival in
previous years.

**MOST
LOVED
2019
SESSIONS**

- * Kerry O'Brien
- * Clementine Ford
- * Romance writers afternoon tea at the Croquet Club
- * People's Choice Awards

**Social media
and blogging
reader reach
50,000**



**MEDIA
COVERAGE**

- **ABC Conversation Hour**
- **3RRR The Friday Review**
- **Channel Ten News First with Mike Larkan**
- **The Age Bookmark page, Jason Steger**
- **The Herald Sun, Robert Newton**

FEATURED IN THE
**Melbourne City
of Literature**

FESTIVAL CALENDAR



Workshop Review *Anna Brasier*

Local political-crime thriller author, Richard Evans, led a fascinating panel of 'audiophiles' whose workshop on audio books and podcasting provided participants with great insight into this increasingly popular publishing model. Cristina Lee from Bolinda Books, Susan Spelic from the Reading Mountain and Dave Stokes from Author to Audio shared their expertise and tips on the how-to of all-things audio. From the intimate connection of the narrator with the listener to the interactive features of educational stories for children, this was a fascinating workshop.

Anna Brasier is a Willy Lit Fest committee member



Willy Lit Fest 2020 19-21 June 2020 Vision *Stella Kinsella*

The 17th Williamstown Literary Festival has its sights set on a bold, bright future.

Sifting through the fake news peddled by tabloid populism, we will filter the froth of petty politics, opinion as fact and the outrage-culture it purports and instead offer patrons a literary reality check.

2020 will be a fact-finding festival asking, 'who are we: as a community, as a city, as a country?'

From the vision splendid to the wisdom of hindsight we will put on the truth goggles, the honesty specs and see through the myths and monoliths to divine some home truths and inject some clarity into the

conversation. 2020 won't just shoot the breeze, it will fire up a canon of writers unafraid to speak their mind; a clarion call of the curious and the compelling, speakers who shrewdly sluice cant from rant, who write with passion, with daring writers, who seek to understand and share their findings without fear or favour.

Join us in June 2020 with Peter Goldsworthy, Clare Wright, David Leser or better still, get working on your Adas entry or People's Choice offering.

2020 Vision - we'll see you there.

Stella Kinsella is Program Director of the Willy Lit Fest





What

Conceived in 2003 over coffee and crepes, this literary festival has evolved over its 17-year existence to become an exquisite two day event of readings, performances, workshops, discussions and children's storytelling.

Where

Within the stately, historic Williamstown Town Hall and Williamstown Library Precinct.

When

Annually in June, our best local and interstate authors descend on this picturesque, historic seaside village.

MAJOR PARTNER



MAJOR SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



FESTIVAL BOOKSELLER & SPONSOR



SPONSORS & SUPPORTERS

