



18TH ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

**AUGUST 29TH - SEPTEMBER 1ST
SKIRVIN HOTEL
OKLAHOMA CITY**

WriterCon
www.writercon.com
storytellers@writercon.com

ABOUT THE EVENT

The annual WriterCon is our marquee event, which attracted over 250 attendees in 2024. 2025 will be bigger and better due to our established reputation for equipping authors for success.

This conference, hosted by William Bernhardt and Rene Gutteridge, celebrates writing and publishing and creates a community where ambitious authors can learn, interact, and achieve their dreams. According to the nature of our audience, 100% of our attendees are your potential clients. WriterCon is an opportunity to showcase your products or services and increase market share.

When: August 29th - September 1st

Location: Skirvin Hotel in OKC

Expected Attendance: 250 - 350

Anticipated Marketing Audience: 250,000+

We market this ad nationwide on social media and through national writer's magazines, as well as regional advertising opportunities.

EVENT THEME

Timeless Tales

Stories endure. Across generations and cultures, the power of storytelling remains constant—shaping history, preserving voices, and captivating audiences for centuries. The 18th annual WriterCon, held at the historic Skirvin Hotel in Oklahoma City, embraces this enduring magic with the theme "Timeless Tales."

This year, we explore the craft of writing stories that transcend time, whether through classic storytelling techniques, innovative adaptations, or the reinvention of familiar narratives for new audiences. From historical fiction to speculative futures, memoir to myth, this gathering of writers, editors, publishers, and industry experts will equip attendees with the tools to craft narratives that resonate across eras.

ADDITIONAL DETAILS

Writers can skyrocket their careers now—if they have the knowledge they need to succeed. WriterCon has a long history of helping writers obtain the expertise they need to achieve their dreams. Many successful bestselling writers, such as PC Cast, Lauren Smith, Callie Hutton and Aprilynne Pike attended William Bernhardt's teaching and publishing programs. The conference's mission is to make sure the attendees get the support they need to get their work published and advance in their careers.

WriterCon offers participants the opportunity to attend in-person at a conference center or on a cruise ship. Another WriterCon innovation is a downloadable phone app replacing the printed program where sponsors can be prominently featured. The app contains information about the schedule, the presenters, and the exhibitors. It also allows attendees to communicate with one another. The free app can be downloaded by anyone, registered or not. WriterCon will feature presentations from more than sixty authors, agents, publishers, marketers, distributors, and other book industry professionals.

ATTENDEE PROFILE



Over 3,500 writers have attended WriterCon since 2005.



Average age 35-55



65% of attendees identify as female (she/her).



Attendees come from all over the United States and even New Zealand!

WRITERCON STATS

With the reach of WriterCon founder, William Bernhardt, combined with the WriterCon audience, your brand has the potential to reach 90,000 people even before paid advertising begins.



Facebook | **26,000+**



X | **26,400**



Instagram | **3,940**



TikTok | **17,000**



Email Subscribers | **13,000+**



Podcast | **47,000+ Downloads**



WHERE WE'LL MARKET

While our own reach is wide with all of our social media followers and other subscribers, we know this alone is not enough to reach the masses and fill the seats.

Marketing for this event will include but not be limited to both paid and unpaid efforts such as:

- Social Media
- Influencers
- Podcasts
- Google Ads
- Email
- Online Event Listings
- Writer Publications
- Press Releases
- and much more....

This means your participation through sponsorship has the potential to reach each of those we touch.

SPONSORSHIP LEVELS

TITLE SPONSOR \$10,000

- Featured :30-second Video Recognition at the Event
- Sponsor Acknowledgement on Conference App
- 4 Complimentary Tickets to the Event
- Logo and Link on WriterCon App and Website
- Inclusion in email to 15k WriterCon List
- Display Table
- Name and/or Logo Featured in all marketing

GOLD SPONSOR \$5,000

- Featured 30-second Video Recognition at the Event
- Sponsor Acknowledgement on Conference App
- 2 Complimentary Tickets to the Event
- Logo and Link on WriterCon App and Website
- Inclusion in email to 15k WriterCon List
- Display Table
- 10 Social Media Mentions

SPONSORSHIP LEVELS

SILVER SPONSOR \$2,500

- One Complimentary Ticket to the Event
- Mention on WriterCon Podcast
- Logo & Link on Conference App
- Logo & Link on WriterCon Website
- Display Table
- 5 Social Media Mentions

BRONZE SPONSOR \$1,500

- One Complimentary Ticket to the Event
- Logo & Link on Conference App
- Logo & Link on WriterCon Website
- Display Table
- 3 Social Media Mentions

SPONSORSHIP LEVELS

Be one of the most BELOVED sponsors by providing the caffeine and food for our attendees! They will be sure to remember your names. you fed and kept them on point for their pitch sessions!

Meal Sponsorship \$5,000

- Featured 30-second Video Recognition at the Event
- 2 Complimentary Tickets to the Event
- Display Table at Event
- Logo and Link on WriterCon App and Website
- Inclusion in email to 15k WriterCon List
- Signage w/ Meal
- 5 Social Media Mentions

Snack Sponsorship \$2,500

- Sponsor Acknowledgement on the Conference App & From Stage
- 1 Complimentary Ticket to the Event
- Logo and Link on WriterCon App and Website
- Mention on WriterCon Podcast
- Signage w/ Snacks
- 3 Social Media Mentions

Coffee Break Sponsorship \$2,500

- 1 Complimentary Ticket to the Event
- Logo and Link on WriterCon App and Website
- Signage w/ Coffee
- 3 Social Media Mentions

Exclusive Agent/Publisher Reception Sponsorship \$2,500

- 1 Complimentary Ticket to the Event
- Logo & Link on WriterCon App and Website
- Signage at Event
- 3 Social Media Mention



BE AN EXHIBITOR

Vendor Table \$750

- 1 Complimentary Ticket to the Event
- Logo and Link on WriterCon Website
- 1 Table w/ tablecloth for 3 days of the event
- 1 Social Media Mention
- Table / Tablecloth

Author Table \$599 (if not a paid conf attendee)

- 1 Complimentary Ticket to the Event
- Name inclusion on WriterCon Website
- Table w/ tablecloth for 3 days of the event
- Ability to Sell Your Books onsite

OTHER EVENTS TO SPONSOR

WriterCon Cruise \$500

The WriterCon annual cruise takes place May 31st - June 7th, 2025 with an Alaskan cruise sailing roundtrip from Seattle on the Eurodam of Holland America.

- Logo and Link on WriterCon Website
- 1 Social Media Mention
- 1 Podcast Mention
- Inclusion in email to 15k WriterCon List

WriterCon Retreat \$500

The WriterCon annual retreat takes place July 16th - 20th in Wagoner, Oklahoma, at the Canebrake Resort.

- Logo and Link on WriterCon Website
- 1 Social Media Mention
- 1 Podcast Mention
- Inclusion in email to 15k WriterCon List

writercon





THANK YOU FOR YOUR CONSIDERATION!

For more information about WriterCon or to secure your sponsorship, email or call William Bernhardt:

storytellers@writercon.com

Visit our website at www.writercon.com

Learn more about William Bernhardt and his books at his website www.williambernhardt.com

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