



# 19TH ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

SEPTEMBER 4TH - SEPTEMBER 7TH  
SKIRVIN HOTEL  
OKLAHOMA CITY



WriterCon  
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405-203-8641

# ABOUT THE EVENT

The annual WriterCon is our marquee event, which attracted over 250 attendees in 2025 and we anticipate 2026 will be bigger and better than ever!

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:** September 4<sup>th</sup> - 7<sup>th</sup> (Labor Day Weekend)

**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.

# 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 utilizes the Whova event app where sponsors directly engage with attendees. The app contains information about the schedule, the presenters, and the exhibitors. It also allows attendees to communicate with one another - and our group is an active one - over 2500 messages this year alone.

WriterCon will feature presentations from more than sixty authors, agents, publishers, marketers, distributors, and other book industry professionals.

# ATTENDEE PROFILE



**Over 3,750 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 | **11,000+**



Podcast | **49,000+ 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
- Dedicated Email to 11,000+ WriterCon List
- Display Table/Booth Space
- 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 & Shoutout on WriterCon App
- Logo & Link on Website
- Inclusion in email to 11k+ WriterCon List
- Display Table/Booth space
- 10 Social Media Mentions

# SPONSORSHIP LEVELS

## **SILVER SPONSOR \$2,500**

- One Complimentary Ticket to the Event
- Mention on WriterCon Podcast
- Logo & Shoutout 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 & Shoutout 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

- 2 Complimentary Tickets to the Event
- Display Table/Booth Space
- Logo & Shoutout in Conference App
- Logo and Link on WriterCon Website
- Inclusion in email to 12k 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
- Display Table/Booth Space
- Logo and Link on WriterCon Website
- Inclusion in email to 12k WriterCon List
- Signage w/ Snacks
- 3 Social Media Mentions

## Coffee Break Sponsorship \$2,500

- 1 Complimentary Ticket to the Event
- Logo and Link on WriterCon Website
- Display Table/Booth Space
- Inclusion in email to 12k WriterCon List
- Signage w/ Coffee
- 3 Social Media Mentions

## Exclusive Agent/Publisher Reception Sponsorship \$2,500

- 1 Complimentary Ticket to the Event
- Logo & Link on WriterCon Website
- Display Table/Booth Space
- Signage at Event
- Inclusion in email to 12k WriterCon List
- 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)**

- 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 March 7<sup>th</sup> - 15<sup>th</sup>, 2026 with an Eastern Caribbean cruise sailing roundtrip from Ft. Lauderdale on the Koningsdam of Holland America.

- Logo and Link on WriterCon Website
- 1 Social Media Mention
- 1 Podcast Mention
- Inclusion in email to 11k WriterCon List

## **WriterCon Retreat \$500**

The WriterCon annual retreat takes place July 15th - 19th in Wagoner, Oklahoma, at the Canebrake Resort.

- Logo and Link on WriterCon Website
- 1 Social Media Mention
- 1 Podcast Mention
- Inclusion in email to 11k WriterCon List



# Writercon





# THANK YOU FOR YOUR CONSIDERATION!

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

[william@writercon.com](mailto:william@writercon.com)

405-203-8641

Visit our website at [www.writercon.com](http://www.writercon.com)

Learn more about William Bernhardt and his books at his website [www.williambernhardt.com](http://www.williambernhardt.com)

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