

the mayborn

literary nonfiction conference

Sponsor Opportunities

The Mayborn Literary Nonfiction Conference, produced annually by the nationally accredited Mayborn School of Journalism, is where aspiring and established storytellers, reporters, photographers and narrative non-fiction writers from all walks of life learn, engage and network with the nation's best authors, journalists, editors, educators, students and agents through workshops, seminars and keynotes focused on the craft of writing and storytelling.

"It's no accident that the Mayborn Conference has very quickly risen to preeminence among the nation's literary conferences. Stacked with talent, smartly choreographed, and well-attended by enthusiastic conferees whose passion for non-fiction is palpable, the Mayborn offers a distinctive format no other conference can match."

- Hampton Sides,
Keynote Speaker

UNT
EST. 1890

FRANK W. MAYBORN
GRADUATE INSTITUTE
OF JOURNALISM

Mayborn Conversations

Up Close, In-Person Storytelling Series

Throughout the year, the Mayborn Literary Nonfiction Conference hosts a series of conversations with top-named, highly acclaimed journalists and authors.

These intimate, 90-minute, invitation-only events will offer guests an opportunity to chat informally with presenters, learn more about the writers' journey in researching, reporting and writing their books and articles.

These exclusive events are hosted at a variety of locations, including local book stores and other local venues, such as the Hobbit House.

Among the potential presenters for 2019:

- **Skip Hollandsworth**, celebrating decades of work at Texas Monthly
- **Hampton Sides**, nationally acclaimed author
- **Brantley Hargrove**, Mayborn alumnus, author and longtime Dallas Observer writer
- **Alfredo Corchado**, author and veteran Mexico bureau chief for The Dallas Morning News

THE OPPORTUNITY \$5,000 min. for each session

You receive:

- Association with a highly regarded, nationally acclaimed conference that supports the importance of journalism and storytelling at a transformative time in this country's history when journalists are under fire
- Photo op with the author
- Autograph session
- Special VIP gift bag featuring autographed books from the author
- Acknowledgment on TheMayborn.com, the official Mayborn Conference website

"Congratulations again on yet another brilliant Mayborn Conference. Year to year it just continues to be a special experience, delivering uniquely, unlike any other event in the country, to anyone interested in the nonfiction storytelling forms."

- Jim Hornfischer,
Hornfischer Literary Management

Keynote Speakers

The Mayborn Literary Nonfiction Conference features four acclaimed speakers at showcase events during each conference.

- **\$5,000:** Southwest Soirée, opening night buffet dinner for 350 guests
- **\$2,500:** Mayborn One-on-One
- **\$7,500:** Mayborn Literary Lights Awards Dinner, seated dinner for 500+ guests
- **\$3,500:** Sunday Keynote, amphitheater for 350+ guests

THE OPPORTUNITY

You receive:

- Association with a highly regarded, nationally acclaimed conference that supports the importance of journalism and storytelling at a transformative time in this country's history when journalists are under fire
- Full conference registration, including Friday and Saturday evening events, and invitations to private receptions with authors and journalists
- Opportunity to meet aspiring student journalists

- Invitations to “Mayborn Conversations” series for “up close, in-person” encounters with authors - private meeting, one-on-one dinner, presentation to key executives and employees at your organization
- Logo presence during the time of the panel on visual presentations
- Ad printed in conference program
- Acknowledgment in all promotion of sponsorship, including press releases, social media and email newsletters
- Acknowledgment on TheMayborn.com, the official Mayborn Conference website
- Special VIP gift bag featuring autographed books from authors
- Verbal acknowledgment in remarks throughout the conference
- Logo on conference bags

“I like to think that I’ve heard everything that possibly could be said about how to become a better writer. I say to myself, ‘There’s no way I need to sit through the Mayborn Conference again.’ But, inevitably, I show up and I listen in rapt fascination to every single speaker. It’s simply remarkable how the Mayborn Conference, year after year, brings in such a plethora of talented writers who pass on great pearls of wisdom about the titanic struggle of trying to write. It’s an inspiring weekend, one not to be missed.”

- Skip Hollandsworth
Executive Editor, Texas Monthly

Conference Sessions

The Mayborn Conference features up to ten 50-minute sessions that focus on the craft of writing, reporting and storytelling. All sessions are held consecutively in a single amphitheater, creating a community atmosphere with attention focused on the content.

Typically, these sessions include three or four accomplished journalists or authors led by a moderator, and offer attendees insights, advice, strategies and anecdotes from their experiences. Each session allows for a question and answer period.

THE OPPORTUNITY \$1,500 per session

You receive:

- Association with a highly regarded, nationally acclaimed conference that supports the importance of journalism and storytelling at a transformative time in this country's history when journalists are under fire
- Full conference registration, including Friday and Saturday evening events, and invitations to private receptions with panelists

- Acknowledgment of the specific workshop in the program. E.g. "This panel is brought to you by [your organization's name]."
- Logo presence during the time of the panel on the TV screen
- Acknowledgment in all promotion of workshop, e.g. press releases, social media and email newsletters
- Acknowledgment on TheMayborn.com

"Everything about the conference - your initial invite, the gracious arrangements, the compelling theme, the blend of provocative and inspiring panels and speakers - made me grin with my good fortune to be a participant and a beneficiary of your painstaking creation."

- Carol D. Leonnig,
Staff Writer, The Washington Post

Writing Contests

The Mayborn Literary Nonfiction Conference recognizes the nation's best aspiring and experienced writers from all around the country. The contest winners are celebrated at the Literary Lights Awards Banquet.

Conference attendees have the opportunity to submit their best writing samples to the annual Mayborn Writing Competition. Winners can win cash prizes in three categories: personal essay, reported narrative and book manuscript. Since 2006, more than \$230,000 in prizes and awards has been awarded, and more than 20 books have been published.

The top three personal essays, the top three reported narratives, along with an additional four runners-up (from one or both categories) are published in Ten Spurs, a literary nonfiction journal published by the Mayborn Graduate Institute of Journalism. The winner of the book manuscript competition earns a cash prize, and an option to sign a provisional book contract with UNT Press.

Sponsor the Mayborn Conference today. For more information, contact Karena Sara at 940.369.5226 or Karena.Sara@unt.edu.

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\$15,000

Sponsor the award for the Personal Essays Contest

\$15,000

Sponsor the award for the Reported Narrative Contest

\$25,000

Sponsor the award for the Manuscript Contest

THE OPPORTUNITY

You receive:

- Association with a highly regarded, nationally acclaimed conference that supports the importance of journalism and storytelling at a transformative time in this country's history when journalists are under fire
- Sponsor an award named after you or your organization
- Acknowledgment in the conference program
- Acknowledgment Ten Spurs literary journal
- Acknowledgment on TheMayborn.com, the official conference website
- Acknowledgment in all promotion related to the contests, including press releases, social media and email newsletters
- Meet the writer at a special VIP reception prior to the conference
- Be seated with the writer during the dinner
- Receive an autographed copy of Ten Spurs literary journal

Conference Publications

As part of the conference, there are several publications that are distributed during and after the event including:

Mayborn Conference Program - \$3,000

The conference program features descriptions of all the workshops, bios of all panelists, keynote speakers, judges and writing contests. The program is distributed to all 400+ conferees and shared with sponsors.

- Association with a highly regarded, nationally acclaimed conference that supports the importance of journalism and storytelling at a transformative time in this country's history when journalists are under fire
- Receive ad in publication
- Acknowledgment on TheMayborn.com
- Receive copies of the program for distribution at your organization

Mayborn Magazine - \$10,000

This award winning annual publication, reported and written by students of the Mayborn Graduate Institute of Journalism, is a perfect example of how the conference provides students, under direction of a professor, report, write and layout this magazine that features many of the speakers at the conference. It is distributed to all conference attendees, sponsors, new students and to the university book store.

To learn more, contact Karena Sara
940-369-5226 or Karena.Sara@unt.edu

- Support aspiring journalists who are committed to the art of storytelling
- Receive ad in publication
- Acknowledgment on TheMayborn.com
- Acknowledgment in all promotion of the magazine, including press releases, social media and email newsletters
- Meet the student writers at a special VIP reception prior to the conference
- Engage with writers at VIP reception prior to Southwest Soirée
- Receive copies of magazine for distribution at your organization

Ten Spurs Literary Journal - \$10,000

The Ten Spurs Literary Journal is an annual publication that recognizes the top three personal essays, the top three reported narratives, along with an additional four runners-up (from one or both categories) as selected by our judges. Selected entries are published in Ten Spurs, a literary nonfiction journal published by the Mayborn Graduate Institute of Journalism

- Support quality storytelling and journalism
- Receive ad in publication
- Acknowledgment on TheMayborn.com website
- Acknowledgment in all promotion of Ten Spurs, including press releases, social media and email newsletters
- Meet writers at a special VIP reception prior to the Literary Lights Dinner
- Receive autographed copies of publication

High School Multimedia Workshop

THE OPPORTUNITY \$10,000 per year

The Mayborn School of Journalism Multimedia High School Workshop is a week-long residential workshop designed to give students hands-on storytelling experience in a multimedia world. The first segment of the workshop is held at the Mayborn Literary Nonfiction Conference where students meet noted authors and aspiring writers. They also tweet and write blogs. Following this, students are challenged even more in a classroom setting at the University of North Texas in Denton and create a multimedia production by the end of the week.

Eligible students are incoming high school juniors, seniors and seniors who have graduated just prior to the workshop. It is open to Texas residents only. The workshop fee is \$250, which covers hotel, food and all expenses except for transportation to Grapevine (the conference location) and from Denton before and after the workshop.

Sponsor the Mayborn Conference today. For more information, contact Karena Sara at 940.369.5226 or Karena.Sara@unt.edu.

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You receive:

- Invest in future college students and aspiring writers, journalists and storytellers
- Help students offset college expenses with scholarship
- Acknowledgment on students' website
- Acknowledgment on TheMayborn.com
- Acknowledgment in all promotion of workshop, e.g. press releases, social media and email newsletters
- Meet student at a special VIP reception prior to the Literary Lights Dinner

"There are scores of literary conferences these days, but only a few stand out. Mayborn is one of those. Yes, it's hotter than hell in Texas in mid-summer, but what's going on inside the conference is really cool: a gathering of some of the smartest, most enterprising and most original writers in the country, in an atmosphere that's friendly, dynamic and purposeful. Everyone has a great time, and everyone leaves feeling inspired. It's wonderful."

- Susan Orlean,
Mayborn Keynote

Additional Opportunities

Conference Bag OR Conference Notebook - \$5,000

Choose to sponsor the creation of either the conference bags or conference notebooks to be given to all registered Mayborn Conference attendees.

Your logo will be prominently printed on sponsored material. Sponsorship also includes one conference registration and a complimentary ticket to the Literary Lights Dinner.

Mentor a Young Writer - \$2,000

Become a mentor and sponsor two aspiring students to attend the Mayborn Literary Nonfiction Conference.

Not only will you be exposing two young journalists to the craft of nonfiction writing through your generous gift but you will also be able to join your students throughout the conference with your complimentary conference registration. Complete your sponsorship with a photo to share on social media and in the post-event publication of the Mayborn Insider Newsletter.

Sponsor the Mayborn Conference today. For more information, contact Karena Sara at 940.369.5226 or Karena.Sara@unt.edu.

Did you know?

- More than 3,000 individuals have participated in the conference since its inception in 2005
- The Mayborn Conference has awarded more than \$230,000 in prizes and writer support since 2006
- More than 100 writer stipends to attend the conference have been presented since 2007
- More than 120 writers have been honored as members of the Mayborn's prestigious Ten Spurs Society
- The Mayborn Conference has honored more than 30 authors as members of its Writers Guild for book manuscripts
- Since 2011, more than 110 students have participated in the Mayborn's Young Spurs and Multimedia High School Workshop programs
- Since 2011, six authors have received Biography Fellowships from the Mayborn and Biographers International
- The Mayborn Conference has presented some of the best writers in the business, including Joyce Carol Oates, Alex Tizon, Ira Glass, Margo Jefferson, N. Scott Momaday, Susan Orlean, Katherine Boo, Bob Shacochis, James McGrath Morris, Sebastian Junger, Diana B. Henriques and Charles Johnson
- More than 40 Pulitzer Prize winners and finalists have spoken at the Mayborn Conference
- More than 20 books have been published as a result of connections made at the Mayborn Conference, with nine of those through a contract with UNT Press