THE NEW WELSH WRITING AWARDS 2016

Sponsorship Opportunities
ABOUT NEW WELSH REVIEW

New Welsh Review is Wales’ leading literary magazine, recently re-branded for a new chapter. From summer 2016 it is publishing eleven times a year in print and digital formats, including reviews supplements and a new rebranded creative print magazine, New Welsh Reader. For over 25 years, we’ve been publishing the very best new fiction, creative non-fiction and poetry, and provided a forum for critical debate and a rigorous and engaged reviewing culture. In 2013, at the Hay Festival, we published our 100th issue of the magazine.

The magazine has featured the work of some of the finest writers from Wales and beyond, including Dannie Abse, Paul Muldoon, John Harrison, Les Murray, Rachel Trezise, Tiffany Murray, Owen Sheers, Tristan Hughes, Edna Longley, Rhian Edwards (pictured left), Jasmine Donahaye and Gwyneth Lewis. Today, we hold true to the magazine’s original mission statement: to be dynamic, curious, lively and outward-looking, to commemorate the past but also to celebrate contemporary excellence and new directions.

Readership Profile
Our readers are curious, creative and well-established in their careers: over 85% of our readers, recently polled, stated that they hold a Masters or PhD degree, and nearly half read thirty or more books a year. Our readers are agenda-setters, with over 80% having had an article or book published in the past. Just under a quarter cite their work as being in the creative sector (writer/artist/performer) with over 30% having a household income of over £50,000.
ABOUT THE NEW WELSH WRITING AWARDS 2016

The Competition
The New Welsh Writing Awards 2016 will celebrate the finest original writing across the new and increasingly popular shorter forms of the craft. This isn’t just another book competition. We’re looking for brand new work of between 8,000 and 30,000 words in length, across two categories, nature & the environment, and memoir.

The entries will be judged by a distinguished and high-profile panel of literary and publishing experts, including magazine editor Gwen Davies as co-judge. The winners will receive a significant cash prize each, plus a critique by William Morris Endeavour (WME) literary agent, Cathryn Summerhayes, plus a week-long course at Ty Newydd Writers’ Centre in Gwynedd.

The Awards will focus the attention of both the media and opinion makers, while opening up a new space for UK-based or educated writers and thinkers to create cutting-edge work and reach new readers worldwide.

In 2015, we ran a pilot Awards programme, with the eminent environmental activist and author Mark Cocker joining Gwen Davies in judging the nature and environment category. 26 year-old Eluned Gramich won with her incredibly mature and perfectly executed Scenes from a Hokkaidan Life which publishes in the autumn as part of our new e-pub imprint, the New Welsh Rarebyte.

The 2016 Awards will open for entries in June 2015; the winners will be announced in early spring 2016.
SPONSORSHIP OPPORTUNITIES

We’re looking for financial support from philanthropic individuals and corporate sponsors who are, like us, committed to Wales and to promoting the best writing here. We are keen to tailor sponsorship packages to meet individuals’ needs, subject to further negotiation. Please contact us to discuss any queries.

1. Category Sponsors (x2)
Our Category Sponsors will benefit from having the awards category of their choice (either nature & the environment or memoir), subject to availability, being named after them, with all the publicity benefits that association will bring. We will deliver an outstanding competition, pulling in a wide range of entries from both established and emerging new talent, creating newsworthy events at landmark stages.

We will also devise a bespoke marketing campaign behind every aspect of the scheme. Our Category Sponsors will benefit from all the publicity and brand benefits this association brings. Sponsoring either category offers a unique opportunity for organisations or individuals to demonstrate their support for creative writing.

Once an agreement has been reached, the relevant category would be referred to exclusively as, for example, “The ‘Your Company’ Nature & Environment Prize.” Supporters of these categories will demonstrate, by virtue of their association with the Awards, that they are committed to supporting a Wales which is creative, educated, sustainable, innovative, curious, outward-looking, and which strives for excellence in the expression of new ideas and experiences.
Benefits include:

› An individual awards category named after you or your organisation;
› Your support acknowledged in our competition-related press campaigns and multimedia editorial coverage;
› Your logo and a credit on all category winners epub book preliminary pages, available from autumn 2016;
› Two complimentary tickets to any events associated with landmark stages;
› Up to fifteen tickets for the ceremony in spring 2016 for your staff/customers;
› Photo opportunities with the category winner;
› Your corporate logo and full credits on the New Welsh Writing Awards website under the ‘Partners’ page, with a hyperlink to your website.
› Credit as the category sponsor in the summer 2016 edition of the *New Welsh Reader*;
› One free premium advert in the magazine (worth over £350).

**Category Sponsorship:** £4,000 + VAT per category

2. In-kind Sponsors

Our take on potential sponsors’ involvement is creative. We will be delighted to discuss how you may offer your support, financial or otherwise. We’d also love to discuss your ideas with you directly. Please do feel free to contact us with any suggestions or queries.

**GET IN TOUCH**

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