



Horror Writers

ASSOCIATION

244 5th Avenue, Suite 2767, New York, NY 10001 ♦ www.horror.org

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Dear Friend and Supporter of HWA

Following the overwhelming success of the Horror Writers Association's Bram Stoker Weekend on Long Island in June 2011, **HWA will be celebrating our 25th Anniversary** in conjunction with the World Horror Convention in Salt Lake City from 29 March to 1 April, 2012.

There are two major components to HWA's 25th Anniversary celebrations:

1. Celebrate HWA Day – all day on Saturday 31 March HWA will run a dedicated stream of panels and HWA Guest of Honor presentations under the theme – '**Celebrate HWA Day**'. There will be a number of prominent HWA Guests of Honor in attendance, including Robert McCammon, Joe Lansdale and Karen Lansdale, Founders of HWA. About two dozen former Bram Stoker Award winners are also expected to attend and participate in panels. There will also be some newsworthy book launches and other media events as part of 'Celebrate HWA Day'.
2. The 25th Anniversary **Bram Stoker Awards Banquet**. This year we add three new Awards to the normal slate of eight Awards – Screenplay, Young Adult and Graphic Novel. And this is the first year that our Awards include jury nominations.. In addition, we will present a special Bram Stoker Award, recognizing the Vampire Novel of the Century. The award is presented in conjunction with the Bram Stoker Estate.

While both of these events will be held during the World Horror Convention, they are entirely HWA events, and the sponsorship packages we offer are not related to WHC.

To promote the activities, HWA will run its own website, which will be linked to the WHC 2012 site. The special HWA website will prominently feature our sponsors. We expect more than 300 horror professionals and fans in attendance. In addition, the Bram Stoker Awards Banquet will be broadcast live over the Internet. Last year, more than 600 people signed in to watch this stream live and thousands more viewed it later.

So, here is the chance for your organisation to become a sponsor of HWA we celebrate a quarter century of serving as the premier writers' association in the horror genre.

We thank you in advance for your kind consideration. If you have any questions regarding our 25th Anniversary Sponsorship Packages, please contact the President, Rocky Wood via president@horror.org

HWA 25th Bram Stoker Awards Banquet 2012 – Sponsorship Packages

At World Horror Convention, Salt Lake City, evening 31 March 2012

Bram Stoker Awards Banquet Platinum Sponsor

Amount: \$10,000 (payable by 30 November 2011)

- ◆ Prominent designation as the Platinum Sponsor of the 25th Anniversary Bram Stoker Awards Banquet
- ◆ On-stage recognition of the Sponsorship during the Opening Session of 'Celebrate HWA Day' and at the Bram Stoker Awards Banquet
- ◆ Full-page back cover color advertisement in the Banquet Commemorative Booklet and recognition in all other press materials
- ◆ 6 WHC Convention passes
- ◆ 6 Tickets to the 25th Annual Bram Stoker Awards Banquet at a dedicated table, seated with the HWA Vice President and her guests
- ◆ Banner advertisement on the homepage of HWA Bram Stoker Awards 2012 website, identifying the organisation as the Banquet Sponsor
- ◆ The ability to display a company/organisation banner next to the Stage at the Bram Stoker Awards Banquet
- ◆ Advertisement on the HWA Bram Stoker Awards Live Streaming Site and during the broadcast

Bram Stoker Awards Banquet Gold Sponsors

Amount: \$4000 (payable by 30 November 2011) (two available)

- ◆ Designation as a Gold Sponsor for the 25th Anniversary Bram Stoker Awards Banquet
- ◆ On-stage recognition of Gold Sponsorship during Bram Stoker Awards Banquet
- ◆ Full-page inside back cover color advertisement in the Banquet Commemorative Booklet
- ◆ 2 WHC Convention passes
- ◆ 2 Tickets to the 25th Annual Bram Stoker Awards Banquet, seated at the HWA Chair's Table
- ◆ Advertisement on the HWA Bram Stoker Awards Live Streaming Site, with Hyperlink to your website if required, and during the broadcast of the event

Bram Stoker Award for Vampire Novel of the Century Sponsor

Amount: \$5,000 (payable by 30 November 2011)

- ◆ Sponsorship of the special Bram Stoker Award for Vampire Novel of the Century
- ◆ On-stage recognition of the sponsorship during the Bram Stoker Awards Banquet
- ◆ This Award is entirely Juried and is already receiving considerable publicity. Once a Sponsor takes up this package, each time the HWA promotes the Award the Sponsor will be named
- ◆ Mention on the homepage of HWA Bram Stoker Awards 2012 website, identifying the organisation as Sponsor of the Bram Stoker for Vampire Novel of the Century, with Hyperlink to your website if required
- ◆ 2 WHC Convention passes
- ◆ 2 Tickets to the 25th Annual Bram Stoker Awards Banquet, seated at the HWA Treasurer's Table
- ◆ Full-page Black&White advertisement in Commemorative Booklet

Celebrate HWA Day 2012 – Sponsorship Packages

At World Horror Convention, Salt Lake City, 31 March 2012. Covers the full day of dedicated HWA programming.

Celebrate HWA Day Sponsor

Amount: \$8,000 (payable by 30 November 2011)

- ◆ Designation as the Lead Sponsor for Celebrate HWA Day 2012
- ◆ On-stage recognition of sponsorship during the Opening Session of 'Celebrate HWA Day' at each segment of programming, and mention at the Bram Stoker Awards Banquet
- ◆ Full-page inside front cover color advertisement in the Bram Stoker Awards Banquet Commemorative Booklet
- ◆ 4 WHC Convention passes
- ◆ 4 Tickets to the 25th Annual Bram Stoker Awards Banquet, at the HWA Chair's Table
- ◆ Banner advertisement on the homepage of HWA Bram Stoker Awards 2012 website, identifying the organisation as the Celebrate HWA Day Lead Sponsor
- ◆ The ability to display a company/organisation banner in the HWA dedicated Panel Room all day during 'Celebrate HWA Day'

Celebrate HWA Day Supporting Sponsors

Amount: \$1,000 (payable by 30 November 2011) **FOUR AVAILABLE**

- ◆ Recognition as a Supporting Sponsor for Celebrate HWA Day 2012
- ◆ On-stage recognition of sponsorship during the Opening Session of 'Celebrate HWA Day' as well as recognition as the supporting sponsor for one panel during the day (the panel to be chosen at HWA's discretion but in consultation with the Sponsor)
- ◆ Half page black&white advertisement in the Bram Stoker Awards Banquet Commemorative Booklet
- ◆ Mention on the homepage of HWA Bram Stoker Awards 2012 website, with Hyperlink to your website if required