

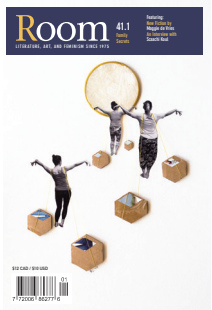
Support Growing Room 2020: A Feminist Literary & Arts Festival

Room Sponsorship Package



About Room Magazine

Room (est. 1975) is Canada's oldest feminist literary journal. Room showcases fiction, poetry, reviews, artwork, and interviews by writers and artists who identify as women (cis and trans), trans men, Two-Spirit, or non-binary. Works that originally appeared in Room have been anthologized in the *Journey Prize Anthology*, *Best Canadian Poetry*, *Best Canadian Essays*, and *Best Canadian Stories*, and have been nominated for National Magazine Awards in the fiction, poetry, and one-of-a-kind categories. Room is published by the West Coast Feminist Literary Magazine Society, a collective of staff and volunteers based out of Vancouver.



Growing Room 2020: A Feminist Literary & Arts Festival

From **March 11 - 15, 2020**, the fourth Growing Room festival will present **100+ diverse women and genderqueer authors** in **30+ events**, attracting an expected **800+ unique readers, writers, activists, and publishing industry professionals** for five days of workshops, panels, and special events in various venues around Vancouver. The first three festivals attracted over **500, 600, and 900 unique attendees** respectively, and the third festival had a total attendance of over **2,500**. Room is committed to inclusion and accessibility, and registration for panels and readings at the festival are pay-what-you-can or by-donation. Growing Room is a celebration, a protest, a reflection, a re-visioning, a gathering, a question, and a dream.

Previous festival authors include: Amber Dawn, Marie Annharte Baker, Gurjinder Basran, Gwen Benaway, Jillian Christmas, Alicia Elliott, Whitney French, Kim Fu, Jane Eaton Hamilton, Rachel Hartman, Evelyn Lau, Jen Sookfong Lee, Carrienne Leung, Canisia Lubrin, Robyn Maynard, Heather O'Neill, Ijeoma Oluo, Arleen Paré, Casey Plett, Elizabeth Renzetti, Eden Robinson, Vivek Shraya, Lindsay Wong, Katherena Vermette.



Praise for Growing Room

"The new guard of CanLit has arrived, and it is young, diverse, wired—and passionately political."—*The Toronto Star*

"It was so stimulating, diverse and well organized—heartbreaking and heart warming."

"LOVE THIS FESTIVAL. The people who run it seem amazing. Thank you!"

"I loved how accessible the events were and naturally the quality of the work was fantastic. The intersection of literature and feminism is such a pertinent and great space to be in."

"I felt I'd come home. I finally found a Festival (conference) where the presenters were talking about me. My issues, my struggles. I will be back for sure."

"I really loved it! . . . Loved how accessible it was to low income folks like myself, and how welcoming it was to people outside of the writing community."

"I found the audiences at Growing Room to be some of the most respectful I've ever been a part of, and it was beyond wonderful to hear from panels of entirely women. I didn't realize how much I needed events like this until I was at one."

MAILING ADDRESS
PO Box 46160, Station D
Vancouver, BC V6J 5G5

CONTACT
publisher@roommagazine.com
festival.roommagazine.com

Room
LITERATURE, ART, AND FEMINISM SINCE 1975

Sponsorship Levels

Room Sponsorship Package

All sponsors and partners will also be thanked on social media (Facebook and Twitter), and in an e-newsletter about the festival.

\$250+ (Seedling)

- **Logo recognition** in the program guide (1,500+ printed and distributed across the Lower Mainland), all festival marketing materials (in previous years, this included 10 transit shelter ads across the City of Vancouver for four weeks, an ad in *The Georgia Straight*, and 500 posters), and on festival.roommagazine.com.
- **One one-year subscription** to *Room* magazine, for an individual or an organization.
- **Two comp tickets** to the opening night party.

\$500+ (Flower)

- **One half-page ad** in the festival program (1,500+ printed).
- Option to include promotional materials for your organization in the complimentary tote bags given to authors.
- **Logo recognition** in the program guide, all festival marketing materials, and on festival.roommagazine.com.
- **One one-year subscription** to *Room* magazine, for individuals or an organization.
- **Two comp tickets** to the opening night party.

\$750+ (Garden)

- **One full-page ad** in the festival program (1,500+ printed).
- Option to include promotional materials for your organization in the complimentary tote bags given to authors.
- **Logo recognition** in the program guide, all festival marketing materials, and on festival.roommagazine.com.
- **Two one-year subscriptions** to *Room* magazine and **four comp tickets** to the opening night party.

\$1,000+ (Meadow)

- **One one-month web ad** on roommagazine.com (scheduled according to availability)
- **One full-page ad** in the festival program (1,500+ printed).
- Option to include promotional materials for your organization in the complimentary tote bags given to authors.
- **Logo recognition** in the program guide, all festival marketing materials, and on festival.roommagazine.com.
- **Three one-year subscriptions** to *Room* magazine and **six comp tickets** to the opening night party.

\$2,500+ (Forest)

- **Verbal acknowledgement** and **logo recognition** for a festival panel or reading (at **\$4,000 or higher, verbal acknowledgement as a major sponsor** before all events.)
- **One full-page ad** in an issue of *Room*.
- **One three-month web ad** on roommagazine.com (scheduled according to availability)
- **One full-page ad** in the festival program (1,500+ printed).
- Option to include promotional materials for your organization in the complimentary tote bags given to authors and volunteers.
- **Logo recognition** in the program guide, all festival marketing materials, and on festival.oommagazine.com.
- **Four one-year subscriptions** to *Room* magazine and **eight comp tickets** to the opening night party.

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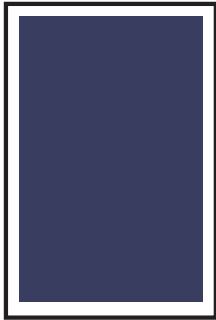
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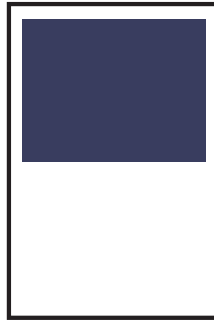
PRINT ADS—FESTIVAL PROGRAM GUIDE

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FULL PAGE

Size: 5" x 8"
Greyscale
300 dpi or higher
Accepted formats: TIF, EPS, PDF
Cost: \$300 (\$400 for back cover)



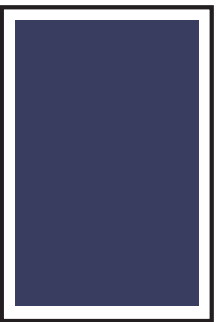
HALF PAGE

Size: 5" x 3.875"
Greyscale
300 dpi or higher
Accepted formats: TIF, EPS, PDF
Cost: \$175

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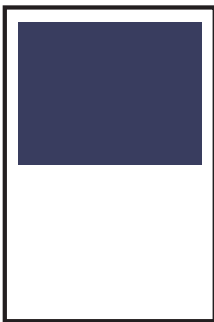
PRINT ADS—ROOM MAGAZINE

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FULL PAGE

Size: 4.5" x 7.5"
Greyscale
300 dpi or higher
Accepted formats: TIF, EPS, PDF
Cost: \$350 (\$500 for inside cover)



HALF PAGE

Size: 4.5" x 3.625"
Greyscale
300 dpi or higher
Accepted formats: TIF, EPS, PDF
Cost: \$200

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WEB & NEWSLETTER ADS

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WEBSITE - FILE SPECIFICATIONS

Dimensions: 220 pixels x 250 pixels
Maximum file size: 100kb
Maximum animation loops: 3 loops or 15 seconds
Accepted formats: JPG, PNG, GIF
\$175 for 3 months / \$300 for 6 months

E-NEWSLETTER

Email advertisement is available on a case-by-case basis, and is exclusive to literary content. If you are a sponsor and would like to discuss this option, please let us know.

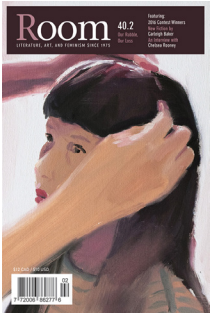
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Just The Numbers: Circulation & Statistics (December 2018)

Room Sponsorship Package



CIRCULATION

Print Run: 2,900+ per issue
Circulation: 1,925+ per issue

SUBSCRIBERS: 1,650+

Institutions: 5.0%
Individual: 95.0%
Canadian: 84.6%
International: 15.4%

ALSO AVAILABLE . . .

in 80+ libraries in Canada & the US
in bookstores in Canada & the US
digitally on Pressreader

SOCIAL MEDIA

Twitter: 9,500+ Followers
Facebook: 6,750+ Likes
Instagram: 1,650+ followers

NEWSLETTER

2,700+ Subscribers
35.5% Open Rate

ROOMMAGAZINE.COM

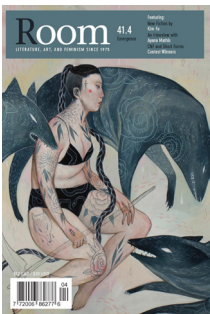
~26,500 pageviews per month
~12,000 unique users per month



DEMOGRAPHIC STATISTICS FROM SOCIAL MEDIA

Sources: Twitter Analytics, Facebook Analytics, Google Analytics (August 2017)

80% of Facebook fans, 84% of Twitter followers, and 74% of website visitors identify as women
54% of Facebook fans and 48.5% of website visitors are between the ages of 25-44
18.4% of website visitors, 21% of Twitter followers, and 15% of Facebook fans live in British Columbia
90% of Twitter followers show an interest in "Book news and general info"
75% of Twitter followers show an interest in "Non Fiction", and 61% show interest in "Memoirs"



HIGHLIGHTS FROM THE 2018 READER'S SURVEY

Total Number of Readers in Sample: N=98 / Current and Former Subscribers in Sample (S=86)

17.3% of *Room* readers identify as students (15.4% in our 2016 survey, N=246).
97% of *Room* readers identify as a feminist (94% in 2016).
78% of readers say that one of the reasons they read *Room* is to "support literature by women (cis and trans), trans men, Two Spirit, and non-binary writers."
75% of current subscribers said they planned on renewing their subscription to *Room*.
17% of readers who responded to the survey had attended Growing Room in 2017 and/or 2018.
32% of readers listed Growing Room as a top three activity they thought *Room* should make a priority.



HIGHLIGHTS FROM THE 2018 GROWING ROOM AUDIENCE SURVEY

Total Number of Attendees in Sample: N=91

88% of attendees reported that they saw themselves and their experiences represented on stage
85% of attendees reported that they were more likely to buy a book by a Growing Room author
42% of attendees who visited a sales table bought a book by a Growing Room author
66% of attendees reported that they were more likely to attend another literary events in Vancouver
74% of attendees said they attended Growing Room to support / discover feminist literature
54% of attendees reported that one of the reasons they attended was the pay-what-you-can model
86% of attendees were local to Metro Vancouver (14% were tourists)

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