



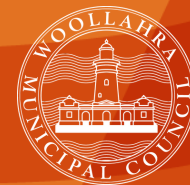
The 2024 Woollahra

# Digital Literary Award

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# Sponsorship Package

Woollahra  
Libraries





The Woollahra Digital Literary Award is a significant national prize for Australian authors publishing in a digital medium. It consistently attracts strong entries and support from both authors and publishers.

The Digital Literary Award was initiated in 2017 by Council to support innovation in Australian literature and publishing, encouraging writers producing work in new mediums. The award also engages with the local writing community by providing inspiration and support for local writers.

100-200 works of Australian digital-first Literature are entered annually, and the prize has attracted over 1,000 entries from emerging and established writers nationally.

Prominent judges within the national literary community select a shortlist each year, and the shortlist and winners are celebrated at an Awards Night at Woollahra Library in Double Bay and online, through promotion of the winning works.

# PAST Judges



Vanessa Berry



Bri Lee



Pip Smith



Sam Twyford  
Moore



Julie Janson



Ali Whitelock

Eloise Grills



Jane Rawson



Fiona  
McGregor



Omar Sakr



Rae White



Michael  
Mohammed  
Ahmad



# PREVIOUS Winners

# FEATURED PUBLICATIONS FROM PAST WINNERS

The screenshot shows the Red Room Poetry website. At the top left is the logo, a red square with the text 'RED ROOM POETRY'. To the right is a navigation menu with links for 'About', 'Events', 'Poetry', 'Projects', 'Learn', 'Subscribe', and 'Support Us'. Below the navigation is a dark bar with four statistics: '20+ Years', '88+ Major projects', '1,416+ Poets commissioned', and '32,356+ Poems created'. Underneath is a 'Featured Projects' section with three items: 'Poetry Month' (aiming to increase the profile of poetry), 'Poetry in First Languages' (celebrating and sharing), and 'POEM FOREST' (a free nature writing prize).

Spineless Wonders

Sydney Review of Books

Overland

Red Room Poetry

Cordite Poetry Review

Meanjin

Kill Your Darlings

The Lifted Brow

The screenshot shows the Kill Your Darlings website. The header features the site's name 'KILL YOUR DARLINGS' in a bold, black, sans-serif font. Below the header is a navigation menu with links for 'READ', 'WRITE', 'ONLINE COURSES', 'SHOP', 'MEMBERS', and 'ABOUT US'. The main content area is split into two sections. The left section shows a collage of newspaper clippings with headlines like 'to world peace', 'THE AGE', 'Press For Humanity', 'LEADING CANDIDATE', and 'STAGING A PROTEST'. The right section is a solid yellow background with the text 'Write for KYD!' in a white, bold, sans-serif font. At the bottom of the page is a banner for a 'Travelling Scholarship for Poetry' offering '\$50,000 funding over two years' and a 'Apply now.' button.

# Benefits OF YOUR SUPPORT

The Woollahra Digital Literary Award is a nationally recognised celebration of writers and reading in new and innovative formats.

Through your support Council can deliver an outstanding 2024 award, increasing prize money to further support Australian writers, promoting reading and reading culture through public programming, and supporting the local writing community through workshops.

- Promotion of Digital-First Literature
- Author Talks and Poetry Performances
- Writing Workshops

We aim to engage writers in the delivery of workshops and establish the library as a writers center, promoting writing and reading as cultural participation in a way that demonstrates our ongoing commitment to not only the arts, cultural development and creative industries, but also the importance of reading to society.



# Benefits TO OUR SPONSORS



The Woollahra Digital Literary Award is a unique opportunity for our supporters to:

- Demonstrate commitment, connection and support of writers and the community
- Increase brand awareness and promote an association with cultural initiatives which are well-loved by the community and publishing industry
- Align the values of your organisation with Council's commitment to arts and culture
- Promote products that are aligned with Woollahra Libraries goal of connecting people with ideas and promoting reading and reading culture
- Associate with a well established Award which has national recognition

# PROMOTIONAL REACH

Woollahra Libraries take pride in our informative eNewsletters and dynamic social media presence! Our bi-monthly updates reach a broad audience of over 14,000 subscribers, showcasing remarkable open rates and click-through rates. We are committed to keeping our community informed about upcoming events, services, and highlights from our collection. Our active presence on Facebook and Instagram, with thousands of followers and exceptional interaction rates that surpass industry benchmarks, underscores our dedication to nurturing a vibrant digital community.

## Enews

Subscribers: 14,500

Opens: > 6500

Clicks: > 500



### We're in for a marvellous March!

As the month unfolds, we're thrilled to present engaging programs and services tailored for individuals of all ages and interests. Whether you're looking to [explore new technologies](#), [focus on creativity and wellness](#), or simply unwind with a [good book](#), we

## Instagram

Followers: 1,300

Interactions: 2,100

Clicks: 550



## Facebook

Followers: 2,800

Interactions: 3,500

Clicks: 3,300



# Sponsorship

## INVESTMENT

Sponsorship packages can be tailored to your needs.

Sponsorship can be given as cash or in-kind contribution.

Your sponsorship can support:

- **Woollahra Digital Literary Award Prizes**
- **Public Programs or Writing/Publishing Workshops**
- **Catering and service staff for Digital Literary Award events**
- **Provision of beverages**

*or as determined by Woollahra Council.*

### Level 1 BRONZE

(\$1500+ GST)

Logo placement on promotional material

Logo placement on launch invitation

Logo placement on DLA website

Mention in opening presentation

Invitation for 5 additional guests to Awards Night

### Level 2 SILVER

(\$2500+ GST)

All included in BRONZE, plus:

Banner placement at Awards night

Invitation for 10 additional guests to Awards Night

### Level 3 GOLD

(\$5000+ GST)

All included in SILVER, plus:

Advertisement in Wentworth Courier

Media Release Mentions

Digital Signage in Library during Shortlist and Awards Period





Level 4

(\$7,000+ GST)

PLATINUM

Presentation of an Award at Awards Night

Advertisement in Wentworth Courier

Media Release Mentions

Digital Signage in Library during Shortlist and Awards Period

Invitation for 10 additional guests to Awards Night

Banner Placement at Awards Night and Writing Workshops

Mention in opening presentation

Logo placement on promotional material

Logo placement on launch invitation

Logo placement on DLA website

# SUBMISSIONS FOR SPONSORSHIP

Close 1 May 2024

For further information, or to discuss your  
sponsorship package, please contact:

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[jody.rodas@woollahra.nsw.gov.au](mailto:jody.rodas@woollahra.nsw.gov.au)

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