



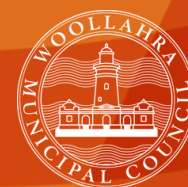
The 2025 Woollahra

# Digital Literary Award

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## Sponsorship Package

Woollahra  
Libraries





# Why sponsor the DLA?

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.



# 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 2025 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 and writers in residence programs.

- Promotion of Digital-First Literature
- Author Talks and Poetry Performances
- Writers in Residence program
- Writing Workshops

We aim to 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

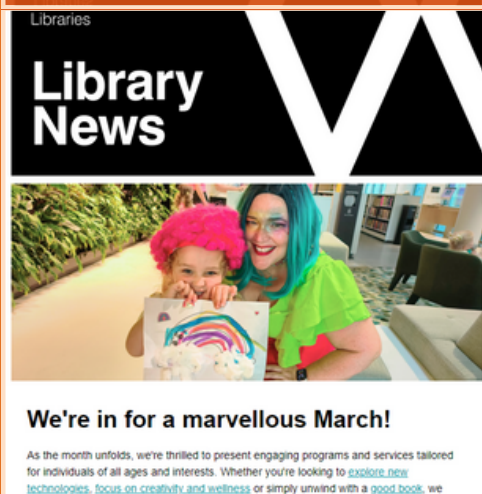
Woollahra Libraries take pride in our informative eNewsletters and dynamic social media presence! Our bi-monthly updates reach a broad audience of over 14,000 subscribers, showcasing remarkable open rates and click-through rates. We are committed to keeping our community informed about upcoming events, 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. The award is also prominently featured across Woollahra Municipal Council's channels, further amplifying our reach and engagement with the community.

## Enews

*Subscribers: 14,100*

*Opens: >7,000*

*Clicks: 350*

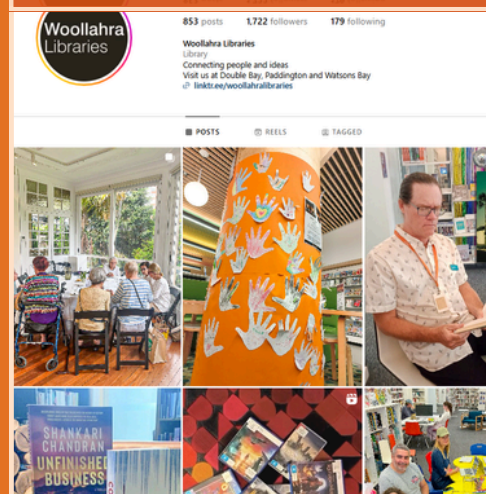


## Instagram

*Followers: 1,750*

*Interactions: 2,900*

*Clicks: 1,600*



## Facebook

*Followers: 2,900*

*Interactions: 3,100*

*Clicks: 3,100*



# 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.*







# Naming rights for an Award Category

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

Level 5

(\$7,500+ GST)

PRINCIPAL



Presentation of an Award at  
Awards Night

Advertisement in Wentworth Courier

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and Awards Period

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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

Level 4

(\$5,000+ GST)

PLATINUM





### Level 3 GOLD

(\$3,000+ GST)

All included in SILVER, plus:

Advertisement in Wentworth Courier

Media Release Mentions

Digital Signage in Library during  
Shortlist and Awards Period

### Level 2 SILVER

(\$2,000+ GST)

All included in BRONZE, plus:

Banner placement at Awards night

Invitation for 10 additional guests to  
Awards Night

### Level 1 BRONZE

(\$1,000+ 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

# Make a donation

Every donation is important to us so that we can continue to provide an inspiring collection, and valuable programs that enrich lives.

Woollahra Libraries (ABN 32 218 483 245) has full charitable and Deductible Gift Recipient (DGR) status.

# 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 is a navigation bar with links: About, Events, Poetry, Projects, Learn, Subscribe, and Support Us. Below this is a statistics section with four black boxes containing white text: '20+ Years', '88+ Major projects', '1,416+ Poets commissioned', and '32,356+ Poems created'. The main content area is titled 'Featured Projects' and displays three project cards. The first card is for 'Poetry Month' with a graphic of overlapping colored squares and the text 'POETRY MONTH AUGUST 2023'. The second card is for 'Poetry in First Languages' with a photo of hands holding a book. The third card is for 'POEM FOREST' with a graphic of a forest scene and the text 'POEM FOREST Write a poem. Plant a tree.' Below each card is a short description of the project.

**RED ROOM POETRY**

About Events Poetry Projects Learn Subscribe Support Us

20+ Years 88+ Major projects 1,416+ Poets commissioned 32,356+ Poems created

**Featured Projects**

**Poetry Month**  
Poetry Month aims to increase the profile of

**Poetry in First Languages**  
Poetry in First Languages (PIFL) celebrates, shares

**POEM FOREST**  
POEM FOREST is a free nature writing prize that

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 bar with links: READ, WRITE, ONLINE COURSES, SHOP, MEMBERS, and ABOUT US. The main content area is split into two columns. The left column features a collage of newspaper clippings with headlines like 'to world peace', 'Press For Humanity', 'LEADING CANDIDATE', and 'STAGING A PROTEST'. The right column 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 black banner with white text that reads 'Travelling Scholarship for Poetry \$50,000 funding over two years. Apply now.' and includes a small image of a person wearing a headscarf.

**KILL YOUR DARLINGS**

READ WRITE ONLINE COURSES SHOP MEMBERS ABOUT US

**Write for KYD!**

**Travelling Scholarship for Poetry**  
\$50,000 funding over two years.  
Apply now.

Spineless Wonders

Sydney Review of Books

Overland

Red Room Poetry

Cordite Poetry Review

Meanjin

Kill Your Darlings

The Lifted Brow

# SUBMISSIONS FOR SPONSORSHIP

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

Jody Rodas

*Library Manager, Woollahra Libraries*

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

**Woollahra**  
Libraries



Woollahra Libraries does not accept responsibility for subject matter or content of the entries submitted. Judges' decisions will be final.

