NAIWE 2027 Words Matter Week Sponsorships

Words Matter Week, which is in its 19th year, is a holiday that is celebrated annually the first full week in March, and the National Association of Independent Writers and Editors (NAIWE) delights in honoring its essence.

Words are the basis for communication, no matter the language spoken. Babies make sounds, which eventually are formed into words. Here at NAIWE, we know the importance of words, and we want to celebrate it! We may only celebrate it for a week, but we believe in the importance of words all year long!

With four levels of support available for 2027 Words Matter Week, your organization can endorse the art of clear communication, while sharing your message with the Words Matter Week audience. If you have any additional questions, please contact editor@naiwe.org.

Individual Sponsorships: $75 each

- Your name and up to 50 words, linked to your website or blog (https://www.wordsmatterweek.com).
- Listing in the Individual Sponsor post on the NAIWE blog (https://news.naiwe.org/).
- Listing in the Individual Sponsor section of the Facebook Event page (https://www.facebook.com/NAIWENews).

Logo Sponsorships: $150 each

- Your linked logo and up to 100 words.
- Listing in the Logo Sponsor post on the NAIWE blog (https://news.naiwe.org/).
- Listing in the Logo Sponsor section of the Facebook Event page (https://www.facebook.com/NAIWENews).

Partner Sponsorships: $500 each

- Your linked logo and up to 250 words.
- Specific mention of your Partner Sponsorship in the Words Matter Week edition of *The Edge: Success Strategies for People who Work with Words*.
- Your logo and 250-word text will be published in one additional edition of *The Edge: Success Strategies for People who Work with Words* during the year.
- Listing in the Partner Sponsor post on the NAIWE blog (https://news.naiwe.org/).
- Listing in the Partner Sponsor section of the Facebook Event page (https://www.facebook.com/NAIWENews).

Corporate Day Sponsorships: $1,000 each

- Your linked logo, your Corporate Day Sponsor message of any length, as well as up to five images and one audio or video resource, and an offer, if you choose to make one.
- A half-hour interview on our podcast, The Freelance Life, (https://anchor.fm/naiwe) talking about your business, why you chose to be part of Words Matter Week, and any other information that is relevant to the topic. The interview will be recorded and posted on the blog post for the day you sponsor as well as your sponsor page. It will also be made available to you.
- Your logo on the Words Matter Week webpage (https://www.wordsmatterweek.com).
- Specific mention of your Corporate Day Sponsor in the Words Matter Week press release (https://naiwe.org/wordsmatterweek/media/) and any resulting interviews.
- Specific mention of your Corporate Day Sponsor in the Words Matter Week edition of *The Edge: Success Strategies for People who Work with Words*.
- Your logo and 250-word text will be published in two additional editions of *The Edge: Success Strategies for People who Work with Words* during the year.
- Listing in the Corporate Day Sponsor post on the NAIWE blog (https://news.naiwe.org/).
- Specific mention of your Corporate Day Sponsor, with a link to your page, on social media, including the Facebook event page (your logo will be included on this) (https://www.facebook.com/NAIWENews), LinkedIn news announcements to appropriate groups, Twitter updates, and other appropriate venues.