

LAGNIAPPE

As Phoenix Rising is a collaborative gathering as well as an educational event, we take great pains to design "a little something extra" for our attendees. That *lagniappe* consists of a gallery for display of fantasy and whimsical art; a vendor room providing wizarding and New Orleans merchandise; the *Paintbrush & Quill Society*, which brings attending writers and artists into collaborative pairs and offers them time and space to work together; *Phoenix Post*, which is a penpal program designed to pair attendees upon registration, to encourage discourse and camaraderie in the months of anticipation; and an auction as part of the Coda breakfast on Monday morning.

Sponsorship of event spaces, such as the Gallery and the Vendor Room, is available on a single-day or conference-long basis, with values determined accordingly. Other *lagniappe* sponsorship is fluid, with room for two or three partners to share billing in a tiered format, or for a single organization to claim presentation status of an event. Gift recognition for all opportunities may include any of the following in combination: a logo sign or banner at the gathering space/event locale, inclusion on the conference website and premiere listing in the conference program book.

As is frequently the case among creative communities, you may conceive of an additional opportunity for a partnership with Phoenix Rising based on what you've seen in this brochure, or upon browsing our website. We welcome your thoughts and proposals and await the opportunity to discuss both with you.

PERIPHERALS


As a way to enrich the conference experience for our attendees, Phoenix Rising provides a customized participant gift bag to each attendee on arrival. Each bag contains the program book, a local map, materials relevant to individual participant event selections (i.e., Quidditch team information), and an assortment of sponsored gifts such as pens or pencils, small writing pads, etc. If you possess items (logo or otherwise) that you would like to donate for distribution to Phoenix Rising attendees, please ask us for the In-Kind Gift Form, or feel free to contact us with additional questions.

During our Monday morning Coda breakfast, Phoenix Rising will auction off unique and themed *Harry Potter*, wizarding and New Orleans merchandise. If you would like to donate an item for this auction, we will recognize your sponsorship on our website and in our program book. Please ask us for the In-Kind Gift Form, or feel free to contact us with additional questions.

Phoenix Rising will have a complete program book provided to all attendees. The program book is their guidebook for the conference, describing every panel, event, special guest, and all vendors and artists featured in the Vendor Room and Gallery, and providing a detailed conference schedule. While many sponsorship packages will include a listing within the journal as recognition, advertising space is also available for purchase beginning at \$175 per quarter-page. Please ask us for the program book advertisement form, or feel free to contact us with additional questions.

PHOENIX RISING


NEW ORLEANS, LOUISIANA • MAY 17-21, 2007 • WWW.THEPHOENIXRISES.ORG




Phoenix Rising, a *Harry Potter* conference, presents a vast array of options for attendees – and an equally vast selection of support opportunities for individuals, small businesses, professional organizations, fan groups and corporations wishing to partner with us. The unusual combination of our educational mission with a convivial event – attended by over 1,000 academics, educators, librarians, professionals, writers, artists and fans from around the world – provides a variety of unique opportunities for sponsors. Following is a general overview of sponsorship and support areas. The outline of each is but a starting place for a partnership that puts your gift to work furthering our educational mission, while providing maximum visibility and promotion of your organization. We are also happy to customize a package suitable to your unique needs and interests.

Phoenix Rising is the first presentation of Narrate Conferences, Inc., a Colorado non-profit corporation dedicated to producing dynamic conferences and events in the academic, educational and literary fields. Future Narrate Conferences, Inc. events will focus on topics such as women fantasy authors and teen literature.

For more specific information on each of the following areas, including a starting price range, please see our Programming and Events information page.



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PROGRAMMING KEYNOTE PRESENTATIONS

At the center of Phoenix Rising is our academic programming – formal sessions presented before 30 to 500 attendees, and interactive craft workshops and discussion roundtables engaging roughly 25 participants each. Each session or workshop may be claimed by a sole sponsor, with sponsorships beginning at \$50. Gift recognition may include any of the following, solely or in combination: promotion on both the sponsorship and the programming pages of the conference website, a logo sign at the assigned programming space, listing in both the sponsorship and programming sections of the conference program book and verbal recognition of your support during the session introduction.

Highlights of our programming include Keynote Presentations – additional-cost lectures that feature a presentation by a Guest of Honor. Our Guests of Honor, each prominent in his or her field, include Danny Bilson (Hollywood director, USC School of Cinema-Television professor and vice president of Electronic Arts), Jon Burlingame (journalist for the *Los Angeles Times* and *Variety*, USC Thornton School of Music professor and film exhibit curator), Vicky Dann (writing professor at Tisch Film School and Headmistress of New Orleans' own wizarding school of the arts, *L'Université des Arts Magiques*), and Dr. Anne Hiebert Alton (English and literature professor with a focus on Victorian and children's literature). Some Keynote Presentations will take place in unique French Quarter locations, including the Musée Conti Wax Museum and the Audubon Aquarium of the Americas.

Values of Keynote Presentation sponsorships vary according to the number of tickets available and the length of the event. Sponsorship may be fluid, with two or more partners sharing billing. Gift recognition for all opportunities may include any of the following in combination: a logo sign or banner at the gathering space/event locale, premiere listing in the conference program book, verbal recognition of your support during the presentation, and conference passes for the sponsored presentation.

EVENTS

After our formal programming finishes for the day, attendees will have opportunities for collaboration and more informal outreach at our evening events. Phoenix Rising features three of these events: Storyville, a musical revue on Bourbon Street; Artists and Authors Night, a chance for attendees to explore their creativity and the creativity of the online fan community; and the Masquerade Ball, a traditional New Orleans masque.

Values of event sponsorships vary according to the number of tickets available and the length of the event. Sponsorship may be fluid, with two or more partners sharing billing. Gift recognition for all opportunities may include any of the following in combination: a logo sign or banner at the gathering space/event locale, premiere listing in the conference program book, verbal recognition of your support during the event, and conference passes for the sponsored event.



QUIDDITCH

No gathering of *Harry Potter* enthusiasts would be complete without organized play of the most popular magical sport in recorded history. On Saturday, May 19, 2007, Phoenix Rising will host the Riverside Quidditch Classic in Woldenberg Park on the banks of the Mississippi River. Twelve to sixteen “professional” teams of eleven players each will compete in the Classic itself, while four “amateur” teams each comprised of approximately fourteen players will play for House bragging rights at various times throughout the day. There are three separate sponsorship opportunities available for Quidditch.

First, an individual or organization may sponsor a professional Quidditch team for participation in the Riverside Quidditch Classic. Your \$500 donation will be recognized in a partnership with Phoenix Rising artists and writers: you will work together with the artist to design a mascot for your team, and with the writer to compile your team's magical history. Both the mascot and the magical history will incorporate your organization or business, from your name to your own history. Your mascot and team name will be printed on customized Quidditch jerseys for the team players. (Additional shirts can be made available to you for purchase.) Your team's history will appear on the Quidditch page of our event website, and printed copies will be provided as a memento keepsake for each member of your team. Additionally, we will print a banner with your team name and mascot for display at the Quidditch Pitch during the tournament. Team photographs will be taken prior to the start of the tournament, with each team decked out in full regalia. As the owner of the team, we will happily include you in the photograph, and provide you a copy of it for display. Team sponsors are encouraged to attend the tournament and support their team!

Second, you may choose to sponsor one of the four amateur teams, each named for one of the four Houses of *L'Université des Arts Magiques*, New Orleans' own wizarding school of the arts. Your \$500 donation will be recognized in a partnership with Phoenix Rising writers who will design the Quidditch history of your House, which will appear on the Quidditch page of our event website and in the conference program book, along with your listing. House Quidditch t-shirts referencing this history will be printed and available for sale to conference attendees. As with professional Quidditch, we will print a banner with your House name and Quidditch mascot for display at the Pitch during the tournament. And, of course, photographs of the teams posed with their Heads of House will be taken prior to play. We will happily provide you with a copy for display.

Thirdly, the Riverside Quidditch Classic is an event unto itself, open to conference attendees and members of the public, with room for six presentation sponsors. Your \$1,500 gift will include presentation billing in all aspects of the outdoor tournament, a listing on the event website and all printed materials of the day, ad placement in the conference program book, an opportunity to speak at the Opening Ceremony of the tournament, premier placement of your organization's banner or flag at the pitch in Woldenberg Park, and promotional materials made available to all Quidditch players.