# EMERGING WRITERS' FESTIVAL

## REACH EMERGING WRITERS EVERYWHERE

emergingwritersfestival.org.au



EMERGING WRITERS' FESTIVAL

# 91.5k

**in-person & digital attendees in 2025**

# 28.3%

**audience growth in the last year**

# 80+

**events & industry opportunities hosted in 2025**

Founded in 2003, Emerging Writers' Festival (EWF) is one of Australia's most established and well-respected literary festivals. Unlike other festivals, **writers and creatives across the nation** follow us year-round seeking **professional development opportunities** and **space for community connection every year**.



EMERGING WRITERS' FESTIVAL

Each year, EWF **connects diverse communities** in one festival space.

Roughly **60%** of our audience self-describes as...

**LGBTQ+**

Roughly **40%** of our audience self-describes as...

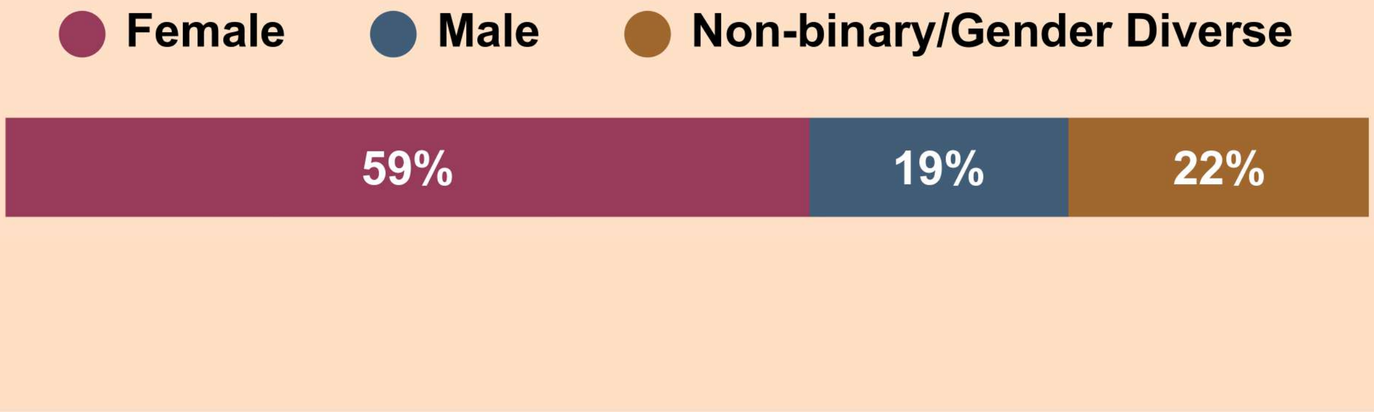
**EXPERIENCING CULTURAL & RACIAL MARGINALISATION**

Roughly **20%** of our audience self-describes as...

**LIVING WITH A DISABILITY,**
FIRST LANGUAGE NOT ENGLISH,
**YOUNG PERSON,**
FIRST NATIONS or
**FROM MIGRANT BACKGROUND**

Our audience includes...

**AVID READERS,**
INTERNATIONAL &
DOMESTIC STUDENTS,
**ESTABLISHED AUTHORS,**
TEACHERS,
**INDUSTRY PROFESSIONALS,**
NEW WRITERS & ARTISTS
**& MORE**






**75%**
Regularly use multiple social media platforms.

**58%**
Read Australian literary journals.

**36%**
Listen to local radio.

**60%**
Read Australian news outlets.

**40%**
Live outside Victoria.

**36%**
Attend cultural events outside literary interests.

**‘EWF DOES SOMETHING THAT VERY FEW OTHER FESTIVALS DO WELL – ATTRACT A YOUNG AUDIENCE.**

**IT WAS WONDERFUL TO REACH SUCH AN ENGAGED AND ENTHUSIASTIC GROUP OF YOUNG WRITERS.’**
-ARTIST TESTIMONIAL



CONNECT WITH OUR COMMUNITY WITH...

# DIGITAL NEWSLETTER

## 9k+

Subscribers

**Biweekly EWF newsletter**

**46%**

Open Rate

**4%**

Click-Thru

**Sponsored EWF newsletters**

**45.2%**

Open Rate

**5%**

Click-Thru

**Other arts organisations' newsletters**

**11%**

Open Rate

**0.5%**

Click-Thru

# EWF BLOG

## 6.5k

Engaged readers per month

# SOCIAL MEDIA

## 73k+

Followers across Instagram, Facebook, LinkedIn, X, Bluesky & Threads



CONNECT WITH OUR COMMUNITY WITH...

# 9k+

Subscribers to our digital newsletter

## NEWSLETTER SPONSORSHIP

Full sponsorship acknowledgement across the newsletter, prominent promotional spot (60 words), with click-thru, hero image and logo inclusion.

**$425+GST**

## NEWSLETTER FEATURE

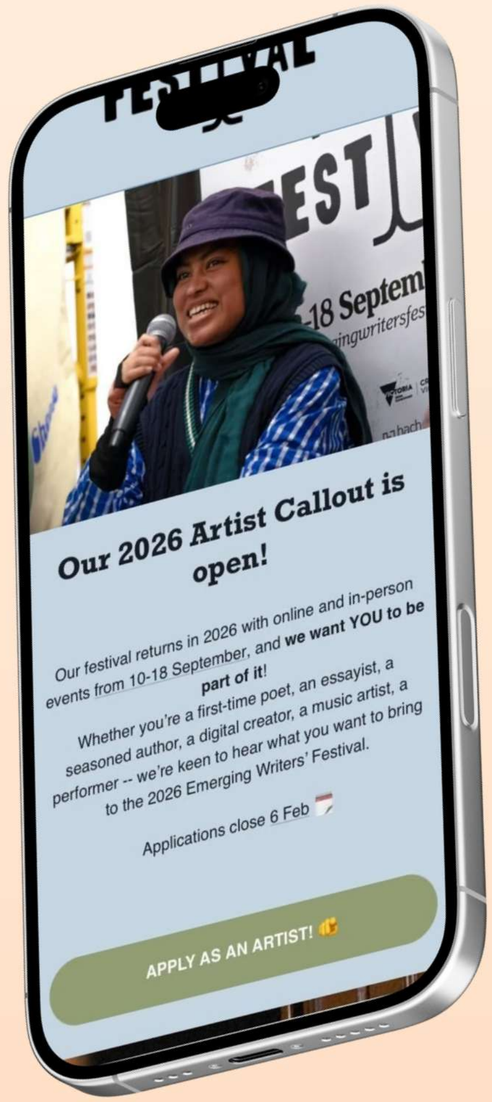
A prominent editorial spot (50 words), with click-thru and hero image.

**$375+GST**

## NEWSLETTER BANNER

A promotional leaderboard placement (320x100-970x250px, PNG format)

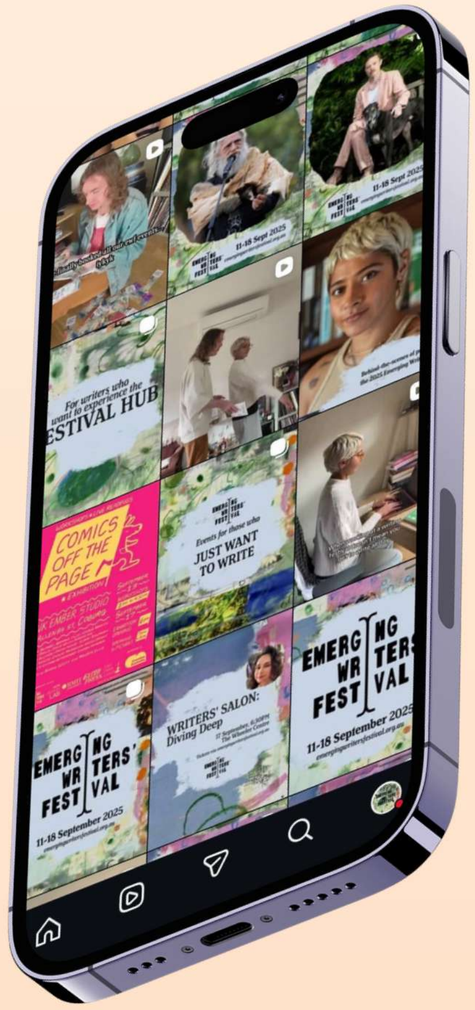
**$275+GST**



CONNECT WITH OUR COMMUNITY WITH...

# 73k+

Followers across Instagram, Facebook, LinkedIn, Bluesky, X, and Threads.
**Reach our audience with your next event, opportunity or exciting news on EWF's social media.**




## SOCIAL MEDIA FEATURE

**Facebook & LinkedIn**: Your promotional copy (60 words), with hero image & click-thru.
**Instagram**: Your promotional copy (60 words) with hero image on feed. Click thru on EWF's Instagram stories.
**Thread channels (X, Bluesky, Threads)**: Your promotional copy (280 characters), with hero image & click-thru.

**$400+GST**

EMERGING WRITERS' FESTIVAL

CONNECT WITH OUR COMMUNITY WITH...

# 6.5k+

Blog readers per month.

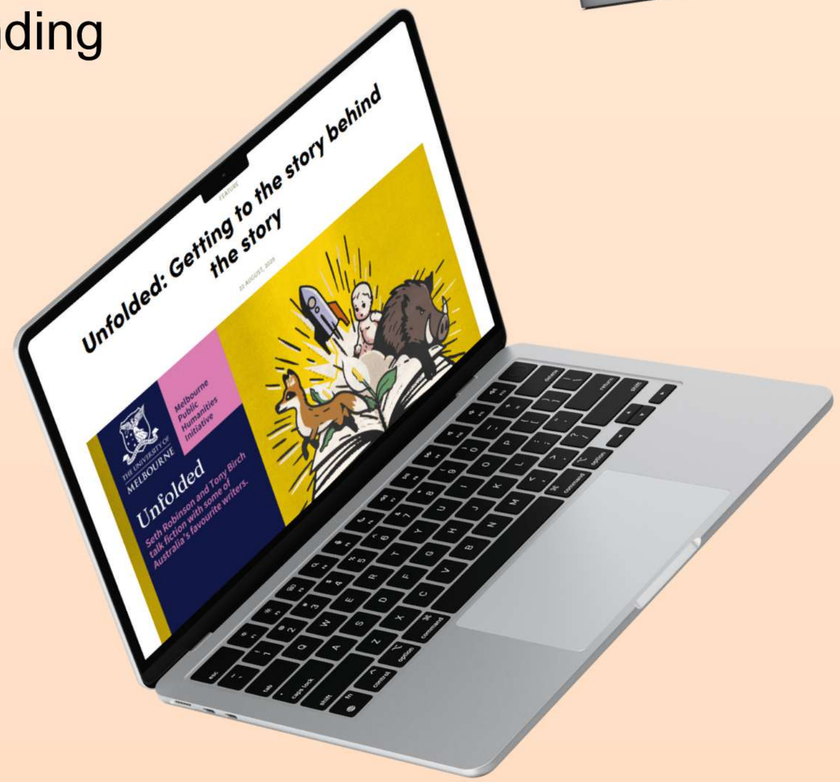
**Reach our audience with an interview or feature on the EWF blog.**




# EWF BLOG FEATURE

Your editorial copy (600 words max.), with hero image & click-thru.
Published blog post highlighted on EWF landing page.

**$500+GST**



**Combine packages to get the most out of your booking!**

**Get 15% off** bulk bookings of three or more packages at once.

### YEAR-ROUND PRICING, EXCLUDING FESTIVAL PERIOD

**NEWSLETTER SPONSORSHIP**
**$425+GST**

**NEWSLETTER FEATURE**
**$375+GST**

**NEWSLETTER BANNER**
**$275+GST**

**SOCIAL MEDIA FEATURE**
**$400+GST**
**+$90** per add-on post

**BLOG FEATURE**
**$500+GST**

### FESTIVAL PERIOD PRICING, AUGUST - SEPTEMBER

**NEWSLETTER SPONSORSHIP**
**$525+GST**

**NEWSLETTER FEATURE**
**$475+GST**

**NEWSLETTER BANNER**
**$375+GST**

**SOCIAL MEDIA FEATURE**
**$500+GST**
**+$100** per add-on post

**BLOG FEATURE**
**$550+GST**

Otherwise, reach our audience **in-person** at the 2026 Emerging Writers' Festival by joining the **National Writers' Conference** or becoming a **Festival Sponsor**.

EMERGING WRITERS' FESTIVAL

# REACH OUR COMMUNITY IN-PERSON AT THE NATIONAL WRITERS' CONFERENCE 12-13 SEPTEMBER 2026

Presented as part of EWF and **streamed nationally from Melbourne**, the National Writers' Conference is **Australia's only major literary conference for emerging writers** to gain industry connections.

## TRADE TABLE

Control the conversation personally with **direct exposure** of your service to our community through a **memorable, physical presence**.

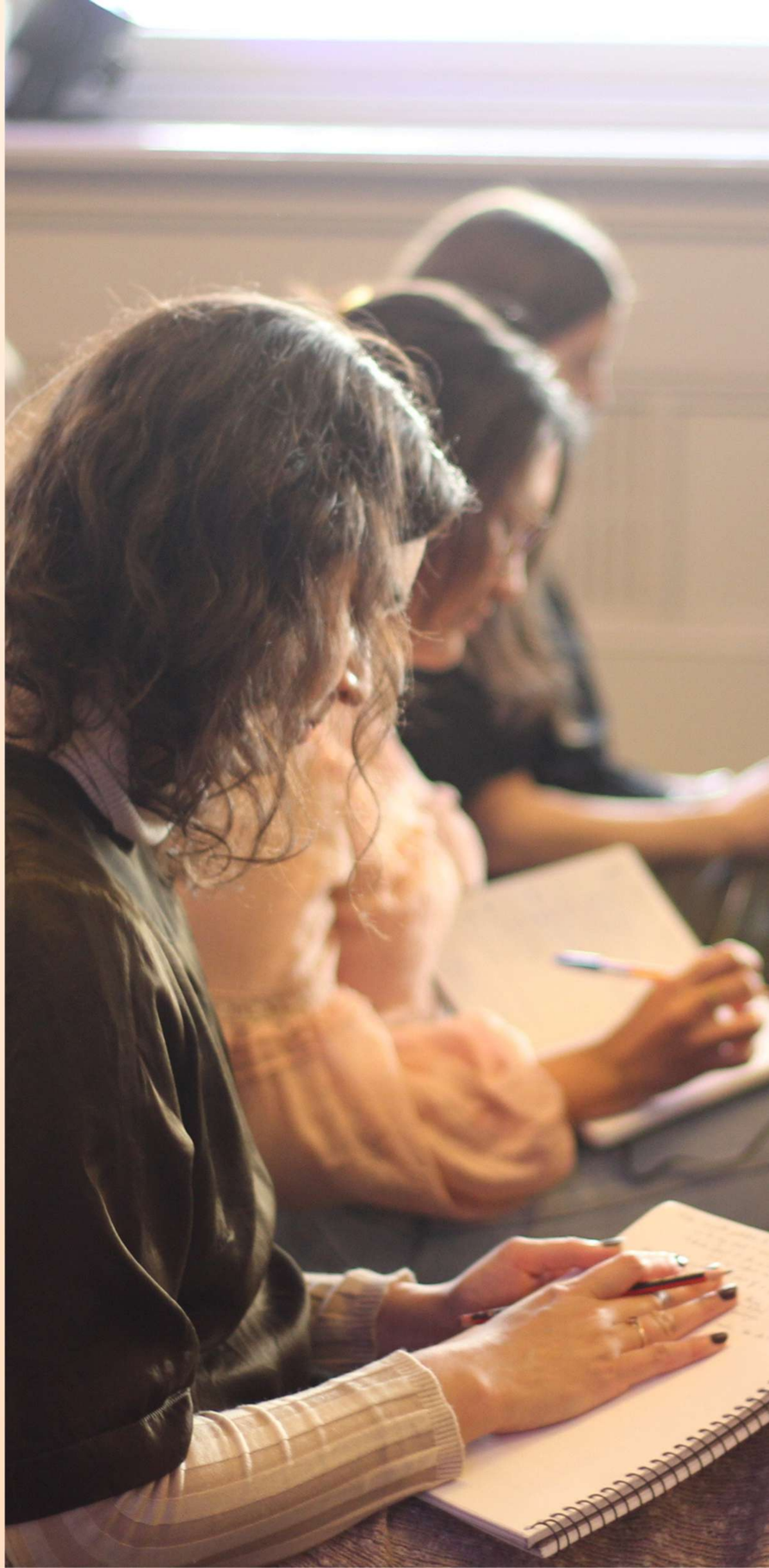
**$500+GST** for one full Conference day

## SHOWBAG INCLUSION

Get **easy brand recognition** and **meaningful conversion** among attendees who upon entry receive a premium Conference showbag of literary goodies.

**$250+GST**

**Limited spots available. Booking deadline: 17 August**



EMERGING WRITERS' FESTIVAL

# BECOME A FESTIVAL SPONSOR

Sponsor a single event or the whole festival and get place of pride during the festival, putting your brand at the heart of new arts and writing talent in Australia.
Sponsors receive...

**Logo placement in physical & digital promotions of your sponsored event.**

**Sponsorial acknowledgement in all promotions of your sponsored event.**

**Connecting with clients over unique literary events and experiences.**

**High engagement and conversions among a community of diverse young people.**

**...and much more!**

**Let's design a bespoke sponsorship package that suits your needs!**

**Booking deadline: 17 July**



EMERGING WRITERS' FESTIVAL

## CONNECT WITH OUR COMMUNITY

**Contact Henrietta Farnan**
**henry@emergingwritersfestival.org.au**

