Poetry & The Creative Mind

An Annual Gala to Benefit the Academy of American Poets

Alice Tully Hall
Lincoln Center

Sponsorship Opportunities
Poetry & the Creative Mind is poetry’s most glamorous celebration of the year. Held each April at New York City’s Alice Tully Hall at iconic Lincoln Center, this memorable evening serves as the Academy of American Poets’ signature celebration of National Poetry Month.

Join us by championing the art of poetry. Become a sponsor of Poetry & the Creative Mind.

LEFT
Meryl Streep and Alan Cumming present at Poetry & the Creative Mind in 2010.
The Pulitzer Prize-winning poet Mark Strand once wrote, “Each moment is a place you’ve never been.”

Poetry & the Creative Mind is an extraordinary evening of moments that illuminate the importance of poetry in our culture.

“The evening is still with me! Poetry works wonders in cleaning out the” to do” lists in my mind. I feel awakened since taking part in the readings.”

—Amy Ryan, Actor

“...A smart, elegant and beautiful event on every level.”

—Bill T. Jones, Dancer/Choreographer

“An exceptional evening... it was beautifully curated and embodied a warmth of spirit...”

—Carla Dirlikov Canales, President’s Committee on the Arts & Humanities

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“An exquisite event... one of the most extraordinary galas I’ve ever experienced, and all in the name of such an important cause.”

—Marc Mewshaw, Civitella Ranieri Foundation

Frequently hosted by Honorary Co-chair Meryl Streep, the one-night only performance features twelve leading actors, artists, musicians, and public figures reading a selection of exceptional poems. Past readers include Claire Danes, Jake Gyllenhaal, Ethan Hawke, Kevin Kline, Sting, Dianne Reeves, Wynton Marsalis, Liam Neeson, Natalie Portman, Esperanza Spalding, Patrick Stewart, and Diane von Furstenberg.

The ninety-minute performance is curated to create an joyful and uniquely inspiring experience. Immediately following, a festive VIP cocktail party and light dinner takes place in the American Table Cafe & Bar restaurant space, which is nested in the glassed-in entrance of Alice Tully Hall.

ABOVE
Poetry & the Creative Mind Benefit in 2015, featuring Holly Hunter, Judith Jamison, and Gloria Steinem (from left to right).
The event, attended by approximately 1,000 people, is regularly covered by media including the New York Times, Wall Street Journal, National Public Radio, People Magazine, and the Washington Post, giving poetry’s supporters wide-reaching visibility.
**Benefit Levels**

In addition to celebrating poetry, sponsoring Poetry & the Creative Mind is a unique way to signal the importance of literature and literacy. The gala raises critical funds to support the Academy of American Poets and its education programs.

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**$100,000:**

**Presenting Sponsor**

- Top billing on all Poetry & the Creative Mind materials as a champion of poetry and the arts
- 15 VIP tickets with exclusive seating for the reading and after-party
- An opportunity to make remarks on stage
- Opportunity to provide item in gift bags
- Logo and/or name on all event media advertisements
- Logo and/or name on all printed event invitations
- Logo and/or mention on all press releases
- Logo and/or mention on poster displayed outside Lincoln Center
- Logo and link included on event web page
- Acknowledgment on social media
- Banner advertising on Poets.org or newsletters
- Full-page ad in American Poets magazine
- Champagne toast backstage with celebrity guest readers and photo opportunity
- Opportunity to have an award-winning poet visit your offices for a reading, talk, or writing workshop with your employees

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**$50,000:**

**Premier Sponsor**

- 12 VIP tickets with exclusive seating for the reading and after-party
- Verbal acknowledgment from stage
- Opportunity to provide item in gift bags
- Logo and/or name on all event media advertisements
- Logo and/or name on all printed event invitations
- Logo and/or mention on all press releases
- Logo and/or mention on poster displayed outside Lincoln Center
- Logo and link included on event web page
- Acknowledgment on social media
- Banner advertising on Poets.org or newsletters
- Half-page ad in American Poets magazine
- Champagne toast and photo opportunity backstage with celebrity guest readers

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**$25,000:**

**Key Sponsor**

- 10 VIP tickets with exclusive seating for the reading and after-party
- Opportunity to provide item in gift bags
- Logo and/or name on all event media advertisements
- Logo and/or name on all printed event invitations
- Logo and/or mention on all press releases
- Logo and/or mention on poster displayed outside Lincoln Center
- Logo and link included on event web page
- Acknowledgment on social media
- Banner advertising on Poets.org or newsletters
- Quarter-page ad in American Poets magazine

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**$10,000:**

**Supporting Sponsor**

- 8 VIP tickets with exclusive seating for the reading and after-party
- Logo and/or name on all event media advertisements
- Logo and/or name on all printed event invitations
- Logo and/or mention on all press releases
- Logo and/or mention on poster displayed outside Lincoln Center
- Logo and link included on event web page
“The Academy of American Poets is the most important organization in our country helping to keep poetry alive and in our culture.”
—Carolyn Forché

With an inspiring year of programs that celebrates poets’ role in our culture, the Academy of American Poets shares poetry widely with readers. Founded in 1934 and now the largest member-supported cultural institution promoting poets and poetry, each year the organization reaches many millions of readers with its programs, including:

Poets.org, visited by 17 million unique readers each year, is one of the world’s leading poetry resources, and features a curated collection of thousands of poems, biographies of poets, and essays about the art form.

American Poets magazine, which includes reviews of poetry collections, interviews with poets, poems, and essays, is distributed to more than 9,000 lovers of poetry.

Celebrated in all 50 states each April, National Poetry Month is the largest literary celebration in the world with millions of individuals participating in local events and programs at schools, libraries, and bookstores, including Poem in Your Pocket Day.

Poem-a-Day, a digital series publishing new work by 260 poets each year, delivers a different poem each morning to more than 450,000 readers via email, web, social media, and syndication.

Education programs, aimed at providing K-12 teachers with quality resources that assist them in bringing poetry into their classrooms and inspiring the next generation of readers. Annual initiatives include educational materials sent to 120,000 schools and libraries; the multimedia Dear Poet project reaching 20,000+ students; a monthly Educator Newsletter serving 10,000+ teachers; free Common Core–aligned lesson plans that have been workshopped in sessions with public school teachers; and Teach This Poem, a weekly series that distributes poems with classroom activities.

Why Poetry?

Poetry is one of our great art forms, and poets occupy an important place in our culture. They expertly shape language to create lasting lines we turn to for solace, insight, and to mark significant moments in our lives.

From Walt Whitman and Emily Dickinson to T.S. Eliot and Langston Hughes, to Sylvia Plath, Gwendolyn Brooks, and Robert Frost—poets help us understand ourselves, our history, and each other.

“Two roads diverged in a wood, and I—
I took the one less traveled by
And that has made all the difference.”

Simply, our lives are made richer by poetry.

Your company and the Academy of American Poets share a commitment to creativity, excellence, and inspiration.

Thank you for your support.
“Poetry is a human fundamental, like music, and we need to encourage the song, which is a means of exchange, a form of reciprocity, a magic to be shared, a gift”

—Edward Hirsch