



# *Poetry & The Creative Mind*

An Annual Gala  
to Benefit the Academy of  
American Poets

Alice Tully Hall  
Lincoln Center



**Sponsorship Opportunities**



*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.

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.



ABOVE  
Poetry & the Creative  
Mind Benefit in 2015,  
featuring Holly Hunter,  
Judith Jamison, and  
Gloria Steinem (from left  
to right).

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.

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

“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



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.



Meryl Streep and Rosie Perez



Esperanza Spalding



Alec Baldwin



Terrence Howard



Glenn Close



Alan Alda



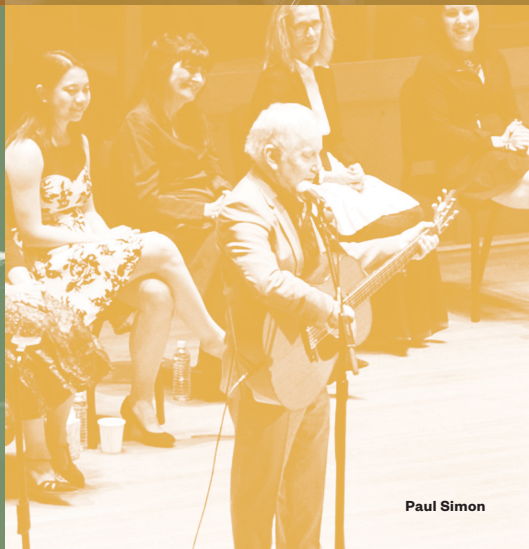
Jake Gyllenhaal and Amber Tamblyn



Tiny Fey and Parker Posey



Alfre Woodard



Paul Simon



Claire Danes

**\$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

### *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

**\$50,000:**

## **Premier Sponsor**

12 VIP tickets with exclusive seating for the reading and afterparty

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

**\$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

**\$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

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