
WILD
WRITERS
LITERARY FESTIVAL
SPONSORSHIP 2026



about the WILD WRITERS LITERARY FESTIVAL

The Wild Writers Literary Festival inspires through the written word: the 2026 program will combine a mix of readings and learning for aspiring writers and lovers of literature, in an entertaining and engaging way. A series of workshops will be presented by experts in their genre on subjects ranging from literary to general interest. Readings and mediated dialogue will inform and captivate audiences. In this package, you will learn more about the festival agenda, workshops, and our attendees.







about the NEW QUARTERLY

The New Quarterly (TNQ) is a national award-winning magazine of Canadian fiction, poetry, and essays that has been publishing out of Waterloo, Ontario for 45 years. We nurture emerging writers by publishing and promoting their work alongside that of well-established writers. TNQ balances serious consideration of matters literary with playfulness and invention. Our writers have gone on to be nominated for Giller Prizes, Governor General Awards, Griffin Poetry Prizes, Writer's Trust Notable Author Awards, Journey Prizes, Commonwealth Prizes, National Magazine Awards, and more.

2025 WILD WRITERS LITERARY FESTIVAL HIGHLIGHTS

MADELEINE THEIN & SHANI MOOTOO HEADLINED





Thanks to our sponsors' generous support, we kicked off the festival with a thoughtful and engaging conversation about how storytelling has the power to resist, endure, and reshape our world with Madeleine Thien and Shani Mootoo followed by a Sangria Speakeasy.

NEW MILESTONES REACHED





The 2025 Wild Writers Literary Festival saw its **largest turnout yet** with **276** people attending. Over **80%** of this figure is from Waterloo Region.

This year's festival also saw a **10.5%** increase in ticket sales. This resulted in **selling out** for **6 events** leading up to the festival. Some of these events included our publishing panel, graphic novel writing workshop and poetry panel.









We **elevated** the **festival experience** for our visiting authors and attendees alike. We offered **complimentary coffee and tea** for attendees and an author **Happy Hour** on Saturday.

OTHER PROGRAM HIGHLIGHTS



From finding and losing language due to the persistent global crises around the world to the rise of romantasy, which has captivated readers to escape to other worlds, we hosted several rich conversations that spoke to both our imaginations and fears. These events included:

- Writing In Times of Crisis
- Other Worlds: Romantasy and the Politics of Emotion
- Rewriting the Past: Experimental Approaches to Historical Fiction

WE HOSTED OUR FIRST SPOKEN WORD WORKSHOP



Thanks to a partnership with the Department of English Language and Literature at the University of Waterloo, our Poetry Masterclass returned to host our first spoken word workshop. Students alongside practicing poets learned how to bridge the page with the stage.

SPONSORSHIP OPPORTUNITIES

AT THE WILD WRITERS FESTIVAL

	PLATINUM $5000 Only 1	GOLD $2000 Only 3	SILVER $1000 Only 5	BRONZE $500
PROGRAM INVOLVEMENT				
Plenary speaking opportunity	✔			
REGISTRATIONS				
Opportunity for complimentary attendance to select festival events	✔	✔	✔	✔
Sponsorship recognition at festival brunch	✔	✔	✔	
MARKETING				
Logo recognition on festival website	✔	✔	✔	✔
Logo recognition on program and posters	✔	✔	✔	
Recognition in festival media coverage	✔	✔	✔	
Advertisement in festival program	Full page	Full page	Half page	Quarter Page
Recognized in ***The New Quarterly*** magazine, print and digital edition (approximately 1100 paid subscribers & 4000 website visitors per month).	✔	✔	✔	✔

**The New Quarterly is a registered charity. Its CRA number is: 879825404RR0001*

SPONSORSHIP BENEFITS



Community Engagement

Engage in and foster a sense of community with Waterloo Region's literary population while establishing connections with writers, readers, and other stakeholders.



Reputation & Brand Recognition

Enhance your brand's reputation and attract a wider audience who appreciates your support for the arts.



Long-term Impact

Ensure the growth and success of our local literary community while fostering a future generation of influential and celebrated Canadian writers.



Nurturing Talent

Provide professional development opportunities for readers, writers, and arts professionals in Waterloo Region to nurture their full potential.



Fresh Perspectives

Access Canada's brightest literary talents and learn from their fresh and unique perspectives.

WILD WRITERS LITERARY FESTIVAL

EVENT SPONSORSHIP OPPORTUNITIES

FRIDAY EVENTS

ALL IN GOOD TIME: THE OPENING SHOWCASE

Friday, November 6, 2026 at the Centre of International Governance and Innovation

Kick off our fifteen-year festival anniversary weekend with Waterloo Region's most passionate readers and writers! The Opening Showcase is the first opportunity for readers and writers to come together and listen to Canada's brightest authors discuss their latest works. Award-winning authors Helen Humphreys, Jamaluddin Aram, and Carrianne Leung will each have five minutes to talk about time and whatever that sparks for them (anniversaries, milestones..). An open (and dare we say timely?) discussion will follow, moderated by Governor General's Award Finalist Vinh Nguyen.

THE SANGRIA SPEAKEASY

Friday, November 6, 2026 at the Balsillie School of International Affairs

Back by popular demand, the Sangria Speakeasy is an opportunity for festival authors to meet and mingle with fellow readers, writers, and community members. The speakeasy is held in conjunction with the Opening Showcase at the CIGI Auditorium, and honoured guests and major donors will be invited.



SATURDAY WORKSHOPS

DIS/CONNECTED: A FICTION PANEL

Saturday, November 7, 2026 at the Balsillie School of International Affairs

Responsibility, disillusionment, family secrets, and interconnectedness are themes in the latest works of the authors in this fiction panel, moderated by Claire Tacon. What does it look like to truly engage with our surroundings and the lives of those who occupy them? Can we be both radical and careful? Where does the fine line between connection and corruption lie?

WHO KNEW WE WANTED TO KNOW? EXPLORATION IN CREATIVE NONFICTION

Saturday, November 7, 2026 at the Balsillie School of International Affairs

In exactly the opposite of our algorithm driven world, here, fascination creates a trend, rather than trends determining our fascination. In a creative nonfiction discussion moderated by Lamees Al Ethari, the authors of this panel will push beyond general memoir, into niche territories, such as the fall of Kabul, mysterious sculpture gardens, and photographs of Sarah Bernhardt.



THE SPACES BETWEEN; BELONGING IN POETRY

Saturday, November 7, 2026 at the Balsillie School of International Affairs

In this panel discussion, moderated by Sarah Tolmie, these authors will discuss truth, authenticity, and the fine line between the two. Whether their work is based on real events or fictional locations, what makes a poem 'true'? What kind of belonging might be found in that interstitial space between the tangible and the imaginary?

SUNDAY EVENTS

THE LITERARY BRUNCH

Sunday, November 8, 2026 at Grey Silo Golf Club

Join moderator Alysia Kolentsis in closing out our fifteenth annual Wild Writer's Festival over gourmet brunch, as she speaks to authors Kim Echlin, Andrew Westoll, and Kagiso Lesego Molope about where we've been, where we are now, and how we might move forward together. Ours is not the last generation. What responsibilities do we have to ourselves and each other?