



COMEDY WOMEN IN PRINT PRIZE



**The first UK and Ireland comedy literary prize
to shine a light on witty women**
Partnership Opportunities



CWIP's NEW VENUE FOR 2020...



...The Grovcho Club
Soho, London



Monday 6th July, 2020



ALIGN YOUR COMPANY WITH CWIP

...and see your brand sparkle

You may be in an Uber, or on the tube, or having a quiet fag under a lamp post after a difficult meeting, but wherever you are, I hope you're not too disappointed there isn't a massive slab of chocolate attached to this missive - but guess what? maybe you don't need the cacao? Just by reading this far – you're about to get an even bigger hit of excitement – YOU – yes YOU can make a difference. CWIP not only offers a publishing deal to a witty new author, it shines a light on funny female fiction. We've never needed a laugh more; yet women's wit on the page is not equally showcased. Why is there only one Phoebe Waller-Bridge?

CWIP strives to change this and would love to work with [BRAND] whilst doing so ... excited? I should say so. Partnering with CWIP gives [BRAND] the opportunity to stand in solidarity with Britain's top celebrity comedy authors and influencers who are working to change the literary landscape for witty women.

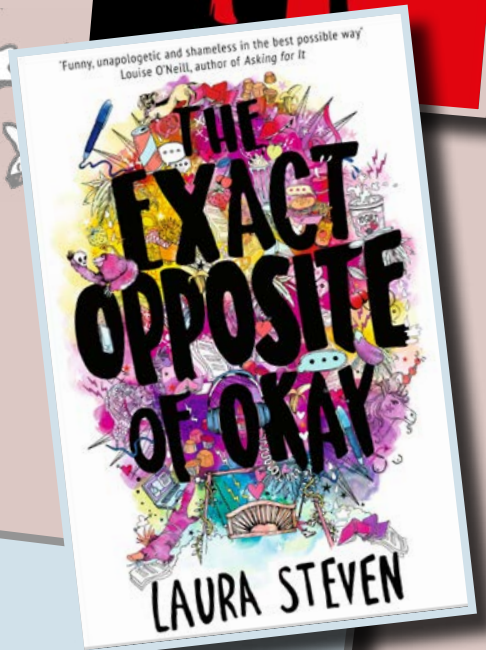


PLAY YOUR PART IN CHANGING THE LITERARY LANDSCAPE FOR WITTY WOMEN

Your support will literally change the lives of aspiring and established authors

So when I was hanging about in bars trying to whip up excitement about my funny bone – there seemed to be a general unease and a reluctance to celebrate women's material... (unless I had an off night – don't ask) and even last year - out of 25 funny books on Amazon 20 of were written by women! CWIP took the bull by the horns to redress this shortfall of recognition. Your support can make dreams come true. Now, a deserving author can win a publishing deal, she can attract an agent, she can have a writing career. Established witty authors can make people laugh on a bigger scale – a CWIP sticker on their book will shine a light on that thing we all know.... that women are funny. Oh, and wit is the biggest influencer of all... Get in..

Helen Lederer, CWIP Founder



COW
GIRL

KIRSTY EYRE

THE 2019 INAUGURAL PRIZE

We laughed, we cried and some
of us even won a Hussey...
The **PRESS** couldn't get enough

literally, press!





(BBC - AB FAB!)

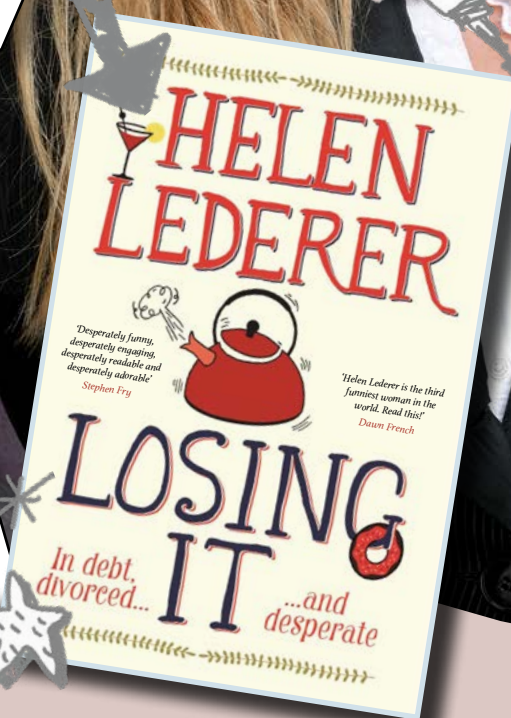
SOMEONE HAD TO DO IT

As someone who still gets recognised as the dippy Catriona from BBC's Absolutely Fabulous (thank you Jenifer Saunders) I'd like to think I can do it a bit more than say "lovely chairs!" From stand-up comedy in the 80s to TV (Bottom, French and Saunders, Horrid Henry, BBC Radio etc - boasting soz) there's never been a better time to write and celebrate funny female authors. The stage is set and the marketing potential and integrity of CWIP will continue to inspire. When I finished writing my comedy novel Losing it, I rather hopefully looked around for a female comedy literary prize to win and discovered there weren't any.

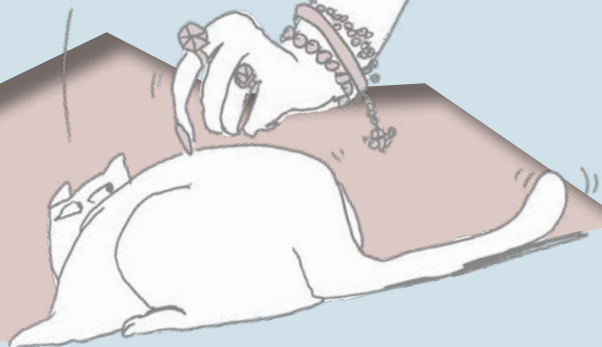
Which is why I set up



CWIP



No!



IT'S YOUR CALL...

There are many ways to skin a cat, so choose your favoured package to support CWIP or get in touch so we can explore options tailored to (BRANDS) needs.

Partnerships range in value from £3,000-£10,000+ There are three partnership categories for the right brands looking to help make a difference in the lives of aspiring and established female authors.

These are: Headline Sponsorship, Award Sponsor, or being an In-Kind Partner.

(Keep scrolling reader!)

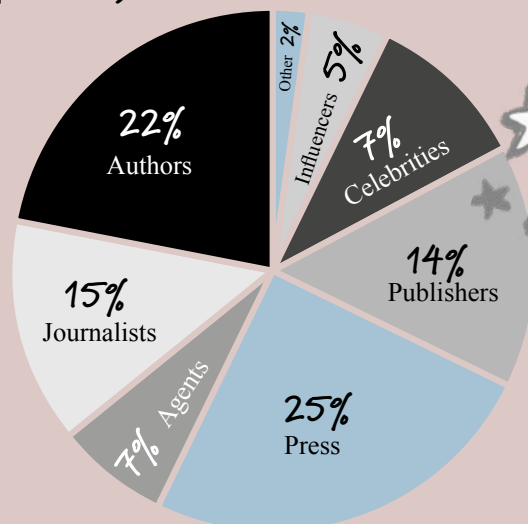


MEDIA COVERAGE & ANALYSIS REPORT

33,680+

followers across all CWIP &
Helen Lederer accounts

2019 Awards - 150 attendees



December 30th 2019 - 27th January 2020

| Site Visits | Search engine | Referrals | Social media | Blog views |
|-------------|---------------|-----------|--------------|------------|
| 2,050 | 1,560 | 180 | 593 | 208 |

Scroll down to see
our media coverage...

57%
desktop

40%
mobile

3%
tablet

Source - Wix analytics (Dec 2019 - Jan 2020)



'JILLY COOPER TOPS INAUGURAL
CWIP AWARDS'

theguardian



MARIAN KEYES - WHO CARES IF
MEN DON'T FIND US FUNNY!

Daily Mail



I AM DELIGHTED TO INTRODUCE
THE COMEDY WOMEN IN PRINT

TLS



WE WANTED TO RESPECT JILLY
COOPER AS A GAME CHANGER

THE BOOKSELLER



'A DOZEN OF YOU IS
TERRIFYING'

The Telegraph



'WINNERS FOR NEW AWARDS FOR
FUNNY FICTION'

The Telegraph

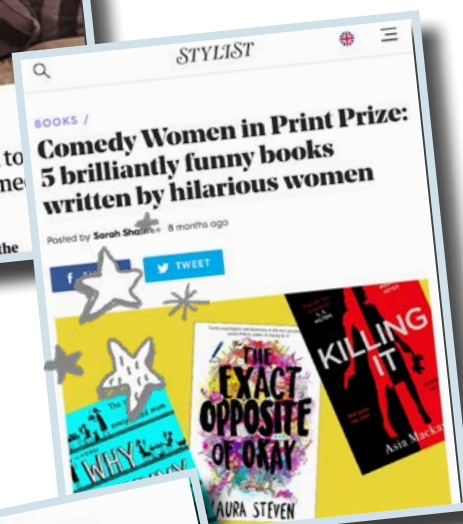
READ THEM
ALL HERE




...le is more than 8 months old

...le don't expect women to ...y': Marian Keyes on Come ...en in print shortlist

...ing the five books in contention for the



MEDIA COVERAGE



| | Format | Print Circulation | Estimated Monthly Views | Estimated Coverage Views |
|--|--------|----------------------|----------------------------|-----------------------------|
| The Telegraph 'Interview with judges' | Print | 327,879 (Daily) | NA | NA |
| The Telegraph 'Interview with Jilly Cooper' | Online | NA | 74.2m | 65.1k |
| The Telegraph 'Interview with Laura Steven' | Online | NA | 74.2m | 65.1k |
| The Times Literary Supplement | Online | NA | 508k | 1.5k |
| The Guardian | Online | NA | 272m | 201k |
| Daily Express | Online | NA | 132m | 134k |
| The Guardian | Online | NA | 272m | 201k |
| Stylist | Online | NA | 1.23m | 4.33k |
| The Telegraph | Online | NA | 74.2m | 65.1k |
| The Bookseller | Online | NA | 438k | 1.42k |



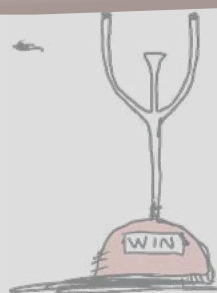
Headline Sponsorship Package

The Big One...



- * Your brand will be the exclusive [BRAND SECTOR] partner of the 2020 CWIP Prize
- * Inclusion in all CWIP communications, PR and marketing campaigns
- * Opportunities to showcase your products at the exclusive and intimate CWIP events
- * Invites to CWIP events for [BRAND] ambassadors and VIPs
- * [BRAND] branding across multiple platforms including but not limited to website, brochure, ticketing, step and repeat boards
- * [BRAND] bloggers and reporters in key spot on media line at awards
- * Your company logo to be displayed on the front cover of the event programme as 'Event Sponsor'
- * Story driven content – BTS footage / interviews straight from the media line to [BRAND] platforms
- * Exclusive access to guests and nominees
- * Exclusive access to nominated literature
- * Bespoke press release alongside the partnership
- * [BRAND] logo and select messaging in all CWIP print material at CWIP events
- * Support through CWIP social media to promote the partnership
- * Access to CWIP content for use across [BRAND] platforms
- * Talent gifting opportunities
- * Opportunity for long-term commitment

Investment...
£10,000+





Awards Sponsorship Package

Align your brand to your chosen category
for perfect pairing...

Awards available for partnership:

- * 'Published' Comedy Novel - SOLD
- * 'Highly Commended Published' Comedy Novel
- * Five 'Shortlisted Published' Comedy Novels
- * 'Unpublished' Comedy Novel - SOLD
- * 'Unpublished Highly Commended' - SOLD
- * 'Unpublished Commended' - SOLD
- * 'Published' Humorous Graphic Novel
- * 'Published Highly Commended' Humorous Graphic Novel
- * 'Published Commended' Humorous Graphic Novel

- * The opportunity to create an award that aligns with your brand's objectives
- * -Award named after brand. (E.g The [BRAND] CWIP Published Author of the Year Award)
- * Opportunities to showcase your products at the exclusive and intimate CWIP events
- * Your company logo to be included on all print material at CWIP events
- * Support through CWIP social media to promote the partnership
- * Access to CWIP content for use across [BRAND] platforms
- * Talent gifting opportunities
- * Opportunity for long-term commitment



Investment
£3,000+





In-Kind Partner Package

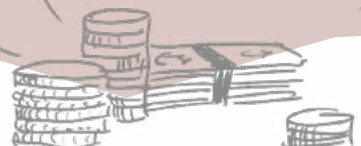
Wit will always blossom in the company
of good liquor...



- * Exclusive [DRINKS/VENUE/ETC.] Provider of the 2020 CWIP awards and associated CWIP events
- * Opportunities to showcase your products at CWIP events
- * Invites to CWIP events for [BRAND] ambassadors and VIPs
- * [BRAND] logo and select messaging in all CWIP print material at CWIP events
- * Story driven content – BTS footage / interviews straight from the media line to [BRAND] platforms
- * Talent gifting opportunities
- * Opportunity for long-term commitment



Investment
Please contact us for prices



~~WHAT~~... YES!

YOU'RE ONLY AN EMAIL AWAY...



Enquiries

sponsorship@comedywomeninprint.co.uk

Get in touch to get the
best fit for your brand

Helen Lederer
Founder, CWIP



www.comedywomeninprint.co.uk

@cwipprize