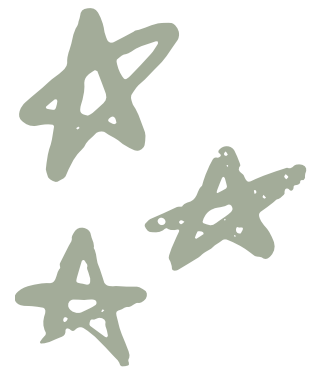


AMERICAN SHORT FICTION

HOMEGROWN IN AUSTIN, TX | CELEBRATING 30 YEARS OF PUBLISHING IN 2021

FEATURING A SERIES OF
EXPERIENCES THAT CONNECT
FOLKS THROUGH A SHARED LOVE OF
LITERARY FICTION



ABOUT

American Short Fiction is an Austin-based, nationally acclaimed literary arts organization that publishes exceptional new writing by established and emerging authors and hosts literary events in our city and beyond. We believe that reading and writing are transformative acts and that literature has the power to change the way we see ourselves, our world, and our place in it. There's no place we'd rather fulfill this mission than in Austin, which routinely ranks among the top book-loving cities in the country, drawing over a hundred new talented people to its streets every day.

This year, as we celebrate our 30th anniversary, we are looking for community partners to help us continue this important work. We strongly believe that the continued success of Austin as a vibrant city and attractive place to do business depends on a growing and flourishing artistic and creative class.

HISTORY & MISSION

American Short Fiction was founded in 1991 at the University of Texas Press in cooperation with the Texas Center for Writers and "The Sound of Writing" broadcast on National Public Radio.

Today, *ASF* is a nationally recognized and award-winning publisher of the best contemporary short fiction. In 2019, the organization won the Whiting Literary Magazine Prize, with judges noting that, "[*ASF*] remains urgent and fresh, its purpose clear: to shake us awake and bring the peculiarity of existence into full focus. Stories first published in *ASF* are regularly anthologized in *Best American Short Stories*, *Best American Nonrequired Reading*, *O. Henry Prize Stories*, *The Pushcart Prize: Best of the Small Presses*, *London's Sunday Times*, and more.

Our mission at *ASF* is simple. We strive to support writers and advance and promote the literary arts. In addition to publishing award-winning fiction, *ASF* hosts literary programming that is free and open to the public.

MY CONSTELLATION OF 8

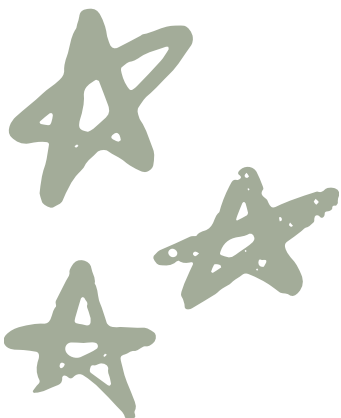
In 2021, *American Short Fiction* will host three virtual events featuring some of today's most exciting and celebrated writers as they share eight books that helped them grow as writers, thinkers, and humans. Previous authors featured in this series include **Carmen Maria Machado**, **Esmé Weijun Wang**, and **Roger Reeves**.

For each My Constellation of 8 event, we partner with an independent bookstore of the author's choice to sell the recommended texts as well as books by the writers themselves. This event is free and open to all. In the inaugural year, 1000+ people signed up to listen to these intimate and inspiring conversations.

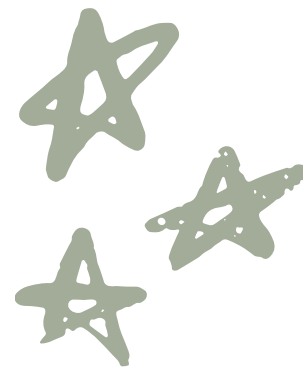
SHORT STORY SUMMER CAMP

This summer, *American Short Fiction* is venturing into education programming and offering a first-ever, limited-entry **manuscript consultation and virtual craft series** from the magazine's editors. Each registrant will receive detailed feedback on their submitted story and attend a series of three virtual live seminars:

- **Dream Me Up Again: On Beginnings & Endings** (Sunday, June 20th at 4 p.m. CST): A craft lecture and discussion focused on the promises made to readers in the early moments of stories and how endings can capitalize on their beginnings. We'll look at examples from contemporary stories and examine our own opening paragraphs to identify what rhetorical, thematic, and character-based promises are made on a story's first page.
- **Swimming the River: Making Context Matter** (Sunday, June 27th at 4 p.m. CST): A craft lecture and discussion that focuses on elements of setting. In this session, we'll examine the ways you can develop rich and meaningful context in your stories. We'll look at examples from contemporary stories and engage with our own work through the lens of setting to find moments where our stories can be made more consequential and memorable.
- **Mapping Your Constellation: Reading & Revising as an Editor** (Sunday, July 11th at 4 p.m. CST): A craft lecture and discussion focused on the process of revision. Together, we'll explore editorial best practices and discuss how revision itself is a creative endeavor, one that requires close attention and precision. We'll also talk about the rights and obligations of editors and authors. Finally, we'll provide practical advice about story structure, line editing, and polishing your prose prior to submitting work to publications.



THE CONSTELLATION CHALLENGE



Each October, *American Short Fiction* invites you on a journey to reach out to your chosen family and grow your constellation of influences. As part of a month-long postcard-writing challenge, we share daily prompts from our honorees and invite you to send notes out into the universe to strengthen the invisible threads that connect us.

The Constellation Challenge tickets include a set of 28 limited-edition printed postcards, exclusive never-before-seen writing from established authors alongside up-and-coming new voices, and a spot at the culminating celebratory “Stars at Night” gathering in an immersive experience you don’t want to miss. You will emerge from this month changed—and by sharing your own stories and influences, you will change the literary landscape, too.

THE STARS AT NIGHT

ASF's 30th anniversary celebration will take place in person **on November 11th at the historic Mercury Hall** with a stellar program line-up honoring Austin's own acclaimed authors, debuts, and community leaders. Previous honorees have included literary stars such as **Jamaica Kincaid, Amy Hempel, and Laura van den Berg** as well as emerging writers like **Fernando Flores** and **C Pam Zhang**.

This year's extravaganza will be focused on elevating and championing Austin and Texas-based authors with a larger-than-life literary hoedown, featuring legendary country music DJ Boi Orbison and local brews and bites.

All proceeds will support *ASF*, a nonprofit literary publisher of the best voices in contemporary short fiction.

OUR AUDIENCE

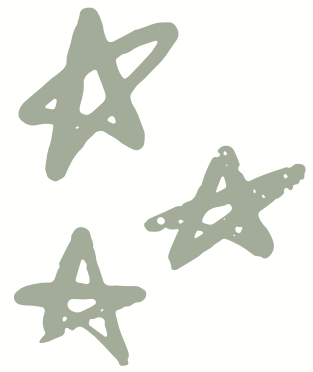
1,000 print subscribers
3,000+ issues distributed
100,000+ website visitors
18,000+ newsletter subscribers
20,000+ followers on social
2,000+ events attendees



ADVERTISING OPPORTUNITIES

PRINT ADS

- Full page ad: \$500 per issue / \$1200 for 3-issue run
- Half-page ad: \$300 per issue / \$750 for 3-issue run
- Insert: \$1000 per issue / \$2500 for 3-issue run



CORPORATE SPONSOR LEVELS

\$5,000 UNIVERSE

- Exclusive branding at the VIP party for The Stars at Night
- Logo placement or acknowledgment on all print, social, and digital materials for The Stars at Night
- A full-page ad in the program at The Stars at Night
- 2 full-page ads in issues of the printed magazine (valued at \$1000*)
- Acknowledgment for one year as a major supporter in the print magazine
- Acknowledgment on our social media (Facebook, Twitter, Instagram) channels
- 20 tickets to The Constellation Challenge and The Stars at Night

\$3,000 ANDROMEDA GALAXY

- Logo placement or acknowledgment on all print, social, and digital materials for The Stars at Night
- A full-page ad in the digital program at The Stars at Night
- A full-page ad in an issue of the printed magazine (valued at \$500*)
- Acknowledgment for one year as a major supporter in the print magazine
- Acknowledgment on our social media (Facebook, Twitter, Instagram) channels
- 10 tickets to The Constellation Challenge and The Stars at Night

\$1,000 THE MILKY WAY

- Logo placement or acknowledgment on all print, social, and digital materials for The Stars at Night
- Acknowledgment for one year as a major supporter in the print magazine
- Acknowledgment on our social media (Facebook, Twitter, Instagram) channels
- 4 tickets to The Constellation Challenge and The Stars at Night

American Short Fiction is a 501(c)3 nonprofit. Sponsors seeking to make a fully tax-deductible gift can receive thanks and acknowledgment (at the event, on the website, in the magazine) only; sponsor benefits of monetary value (e.g. advertising space or complimentary tickets) may require adjustments in calculating the deductible value of the gift. These sponsorship packages are only guidelines—*American Short Fiction* is happy to work with sponsors to customize sponsorship packages according to sponsor preferences.

OUR COMMUNITY

American Short Fiction is a vital member of the thriving community of writers, visual artists, musicians, journalists, foodies, and entrepreneurs who make Austin a go-to destination for creatives around the world. Our participants at The Constellation Challenge and The Stars at Night will be an influential mix of young tastemakers and established artists and arts patrons who have made Austin's innovative local cultural enterprises such success stories. We look forward to acknowledging your support and sharing your brand with our audience and our wider community through our print, online, and social media platforms.



CONNECT WITH US

In the midst of the unprecedented challenges brought on by a global pandemic, art nonprofits like *American Short Fiction* rely on the support of our community now more than ever. We believe Austin's identity as a hub for art, innovation, community, and business depends on the creative spirit and artistic institutions that have come to define it. We are always looking for partners in this mission.

Past sponsors have included The LINE Hotel, The Michener Center for Writers, Yeti, BookPeople, Random House Publishing, FSG Originals, Austin Bat Cave, The Library Foundation, Malvern Books, Host Publications, Killa Wasi, Central Market, Topo Chico, Tito's Vodka, Thirsty Planet Brewing, Via 313, and more.

If you are interested in partnering with *ASF*, or if you'd simply like to learn more about the organization, please contact us—we'd love to chat with you.

In sincere pursuit,

Adeena Reitberger & Rebecca Markovits

Adeena Reitberger & Rebecca Markovits
Coeditors
American Short Fiction

