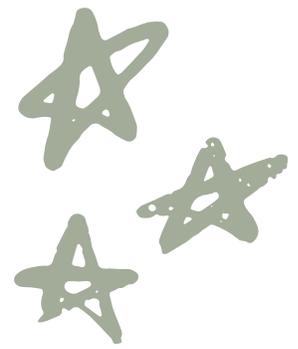


AMERICAN SHORT FICTION

HOMEGROWN IN AUSTIN, TX | PUBLISHING EXCEPTIONAL FICTION SINCE 1991

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.

In 2023, 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

Founded in 1991 by Laura Furman at the University of Texas at Austin in cooperation with the Texas Center for Writers and NPR's "The Sound of Writing" broadcast, *American Short Fiction* 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." In 2021, ASF was named a finalist for the National Magazine Award for Fiction for the third time. 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 to be a diverse and discerning publisher of today's best short stories and support the writers who write them.

LIT CITY AT THE LINE

Beginning in 2018, *American Short Fiction* hosted Lit City at the LINE Hotel, a successful events series that pairs an Austin-based author with a nationally acclaimed writer for an intimate reading and conversation about their work. These thoughtfully curated events allow hundreds of Austinites and tourists alike to enjoy an up-close examination of an author's work, while raising the national profile of Austin as a city that takes literature—and the writers who live here—seriously.

Previous authors promoted in this series included Pulitzer Prize finalist **Rebecca Makkai**, Story Prize finalist **Jamel Brinkley**, bestselling novelist **Rachel Heng**, and MacArthur Foundation "Genius Grant" recipient **Karen Russell**, among others.

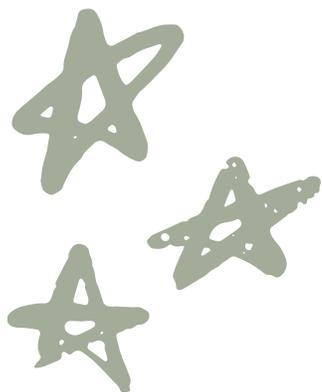
This event series is open to the public and held in an ADA-accessible venue with accommodations offered by request.

THE STARS AT NIGHT

ASF's annual beer-and-boots gala will take place this year on April 1st at Pease Park's Tudor Cottage with a stellar program line-up honoring award-winning writer **Manuel Muñoz**, Texas-based debut author **Dalia Azim**, acclaimed short story writer **Jonathan Escoffery**, and Austin community leader **Amanda Johnston**, Executive Director of Torch Literary Arts.

Previous honorees have included literary stars such as Yiyun Li, Jamaica Kincaid, Amy Hempel, and Laura van den Berg as well as emerging writers like Fernando Flores and C Pam Zhang.

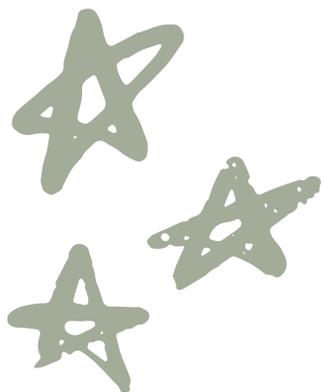
All proceeds will support *ASF*, a nonprofit literary publisher of the best voices in contemporary short fiction. The event will be held in an ADA-accessible venue with accommodations offered by request.



ASF SUMMER WORKSHOP

From May 25 - 29, *American Short Fiction* will host a four-day workshop and retreat for aspiring writers from across the country in Austin, led by novelist and National Book Award finalist **Brandon Hobson** and acclaimed author and *No Tokens* Founding Editor **T Kira Māhealani Madden**. In addition to intensive short story workshops led by award-winning faculty, this retreat will offer craft lectures from Austin-based writers, panels from agents and editors on the business of publishing, unique Austin experiences with acclaimed locals, and a special end-of-workshop reading and celebration. Past instructors have included Pulitzer Prize finalist Karen Russell and National Book Foundation's 5 Under 35 Honoree Dantiel W. Moniz.

This workshop will include an inclusive application process. All events will be held in ADA-accessible venues with other accommodations offered by request.



ADVERTISING OPPORTUNITIES

PRINT ADS

- Full page ad: \$1000 per issue / \$2500 for 3-issue run
- Half-page ad: \$500 per issue / \$1250 for 3-issue run
- Insert: \$2500 per issue / \$6000 for 3-issue run



OUR STATS

5,000

Circulation of our nationally-distributed print magazine

500

Stories published since our founding in 1991

100,000

Annual unique website visitors

18,000

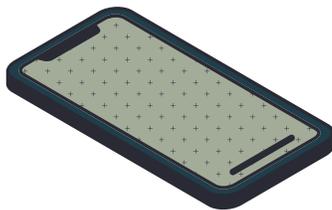
Newsletter subscribers

25,000

Followers on social media

2,000

Annual events attendees



2.5 MILLION

Digital and print audience reached through strategic partnerships with Lit Hub and *Texas Monthly*

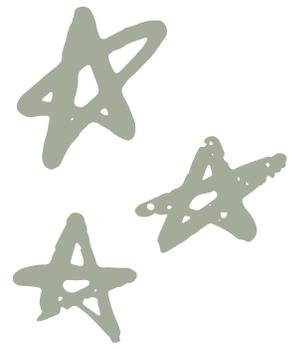
75%

Of stories published in the past year were written by women and non-binary authors

60%

Of stories published in the past year were written by non-white authors

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
- 1 full-page ad in issues of the printed magazine (valued at \$1000*)
- Acknowledgment for one year as a major supporter in the print magazine
- Acknowledgment on social media (Facebook, Twitter, Instagram)
- 10 tickets to The Stars at Night & VIP Party

\$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 half-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)
- 6 tickets to The Stars at Night & VIP Party

\$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)
- 2 tickets to The Stars at Night & VIP Party

Community Sponsorships (\$500) are available on a limited basis for local non-profit organizations.

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 audience is 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 and digital platforms.



CONNECT WITH US

Arts 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, The Whole Foods Community 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

