

AMERICAN SHORT FICTION'S

FIELD DAY



**A Little Wild,
A Little Literary**

Butterfly Bar @ The Vortex
December 5, 2026
1 - 5 PM

Reach Austin's most engaged readers, in person.

This **December 5, 2026**, *American Short Fiction* is proud to introduce **Field Day**, an immersive literary festival at the Butterfly Bar @ The Vortex in Austin, Texas, in partnership with Interactive Nature, an experiential design studio behind projects at Fusebox Festival, SXSW, and Meow Wolf.

**AUTHORS, INDIE BANDS, BOOKS,
INTERACTIVE GAMES, IMMERSIVE
ART, POP-UPS, & MORE!**



Who you will reach:

500+
event attendees

95% from Austin metro area

25,000
**social media
followers**

20,000+
newsletter subscribers

32% open rate (1% click-through rate)

5,000+
magazine readers
in print and digital

Sponsorships start at \$1,000.

Confirm by November 1, 2026 for inclusion in materials.

Contact Associate Publisher Amanda Faraone (amanda.faraone@americanshortfiction.org) for more details.

\$10,000 GOLDEN HOUR (ONLY 1 AVAILABLE)

- Exclusive logo and branding at the entrance to the Field Day, including the opportunity for a live brand activation
- Newsletter ad or feature to our list of 20,000+
- Logo placement and acknowledgment on all print, social, and digital materials for Field Day
- 2 full-page ads in Winter 2026 and Summer 2027 issues of the print magazine (valued at \$1000 each)
- Acknowledgment for one year as a major supporter in print
- Acknowledgment in a dedicated post on social media
- A dedicated block of 20 tickets to Field Day



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.

ALL SPONSOR LEVELS

\$5,000 OPEN SKY (ONLY 3 AVAILABLE)

- Special branding opportunities at Field Day, including being the sole sponsor of an interactive game, signature cocktail, or a performance space
- Logo placement and acknowledgment on all print, social, and digital materials (including on a newsletter blast)
- 1 full-page ad in Winter 2026 or Summer 2027 issues of the print magazine (valued at \$1000)
- Acknowledgment for one year as a major supporter in the print magazine
- Acknowledgment in a dedicated post on social media
- A dedicated block of 12 tickets to Field Day

\$3,000 MEADOW

- Special branding opportunities at Field Day, including being the co-sponsor of an interactive game, signature cocktail, or a performance space
- Logo placement and acknowledgment on all print, social, and digital materials (including on a newsletter blast)
- 1 half-page ad in Winter 2026 or Summer 2027 issue of the print magazine (valued at \$500)
- Acknowledgment for one year as a major supporter in the print magazine
- Acknowledgment in a shared post on social media
- A dedicated block of 10 tickets to Field Day

\$1,000 WILDFLOWER

- Logo placement and acknowledgment on all print and digital materials
- Acknowledgment for one year as a major supporter in the print magazine
- A dedicated block of 8 tickets to Field Day

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

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Allow us to (re)introduce ourselves.



American Short Fiction is a homegrown, 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.

**Austin's homegrown literary
powerhouse and community
builder since 1991.**



Our story.

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 2024, ASF was named a finalist for the National Magazine Award for Fiction for the fourth time. ASF has also won recognition for its work from *The Sunday Times'* Short Story Award, CLMP's Firecracker Award, and AWP's Small Press Publisher Award. Stories published in our pages are anthologized in *Best American Short Stories*, *Best American Non-Required Reading*, *The O. Henry Prize Stories*, *The Pushcart Prize: Best of the Small Presses*, and elsewhere.

Internationally award-winning
publisher and cultural producer
for 35 years.

Get to know 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, Alienated Majesty Books, Austin Bat Cave, The Library Foundation, The Whole Foods Community Foundation, 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

Coeditors

American Short Fiction

