



RACONTEUR

SPONSORSHIP PACKET





OUR ETHOS

The sun slants against the granite escarpments behind me, stretching towards the U-shaped outlet where the alpine lake before me escapes this glacial valley.

The afternoon wind has abated and the mountains appear in crisp perfection before me. With a predictable cadence, the mirror smooth surface is broken by the plop of a fishing line and hook. The kids I hiked in with are sharing a pole, taking turns casting and reeling. The bulk of the casts are fruitless but on giggle-inducing and cheer-worthy occasions bright, freckled brook trout are frantically reeled to shore, flop exuberantly, and are released with exclamations of their ever-increasing size.

Between casts, I hear the voices, constant in their observations and stories. We are at day two of this adventure- my companions were strangers at the trailhead, now friends. Their stories shifting from things they knew before to retellings of the experience they have had in this place together.

I listen with half an ear as I read Guy De la Valdène's "The Fragrance of Grass," a memoir of his life as it relates to all the places he has walked in pursuit of his passion. It all fits so perfectly.

This is the ethos of Raconteur Magazine, started by Chloe Nostrant and myself, the pair of us enamored by landscape and experience and the stories birthed in their presence.

We humbly seek sponsors to help support us in our mission to celebrate storytelling and elevate the craft.

-Katie Willis, Editor In Chief



WHAT WE ARE LOOKING FOR

The integrity and soul of the storytelling in Raconteur is and will continue to be the most important aspect of the publication. We want it to be clear to our readers and contributors that we work diligently to source and produce high-quality work filled with substance, thoughtfulness, and elevated quality.

We are not ones to compromise on our core values or love of rich storytelling in order to make money.

We are seeking sponsors whose values and appreciation for storytelling align with ours.

We offer several options for sponsorship and have worked hard to create a model that is advantageous to all parties involved.

We are also open to hearing what our sponsors want and are willing to create customized experiences in order to meet specific needs.



OUR NUMBERS

With a small but rapidly expanding audience, Raconteur offers a unique blend of high-quality content that sparks curiosity and fuels the desire for rich storytelling.

We pride ourselves on curating the richest storytelling we can find. Our passionate team of writers, artists, and editors ensures that each piece is meticulously crafted to captivate and engage our growing community of those who crave stories. As we continue to gain traction, now is the perfect time to join our community and be part of the movement that is reshaping how we consume and create stories in a digital age.

Our audience numbers are doubling with each new issue and we have seen tremendous growth in our short time.

Our numbers from launch (September 1, 2023) to December 11th, 2023:

Instagram followers: 756
Website pageviews: 9,200
Website Visits: 3,400
Newsletter Subscribers: 192

We are happy to discuss and show more current metrics if desired.



HOW RACONTEUR WORKS

The people who read and support Raconteur are the cream of the crop and our audience is made up of thoughtful and forward-thinking people filled with curiosity and a thirst for storytelling.

Every two months we have a change of theme. This is when our cover image changes as well as the overall theme of the work on the website. We publish the bulk of the new work on the first day of the new 'season.'

We save certain pieces, such as some recipes, poetry, and short stories for special release throughout the 'season' to keep a fresh rotation of content.

Our pieces are published online on our website as well as shared on social media (Facebook, Instagram) and in our bi-weekly newsletter, shared every other Thursday.

Our goal is to eventually publish a high-quality print publication and to produce a storytelling podcast.



SPONSORSHIP

By sponsoring Raconteur, you are ensuring that we can continue to pay our contributors and staff a fair amount to do the important work. We put out work on a regular basis, but our big pushes and change of theme happen every two months. Smaller works and works such as recipes, drink recipes, poetry, and others are published on a more regular basis.

Sponsors are individuals or businesses that believe in the mission of Raconteur and who are looking to support independent, handcrafted storytelling.





SINGLE STORY SPONSORSHIP

\$500 for one story
or
\$900 for two stories
\$1200 for three stories

Sponsors one article and accompanying artwork. The pieces are usually already written and have been slotted for publication. We will give you an option of stories available for sponsorship for you to choose from.

If you chose to sponsor more than one story, you may chose to have your stories published in one issue (as a whole category or through different ones) or spread through out two or three issues.

X.

I wish I knew what the rain was trying to say. Instead I just stood in the current, watching the drops hit the water and made another cast. I wish I knew what I was trying to say. Instead I just step down stream and make another cast.



This story has generously been sponsored by Wyatt Outdoors



Chloe Nostrant

Chloe Nostrant is the managing editor and creative director for Raconteur. She is a photographer by trade and a writer at heart. She lives in Livingston, Montana with her Gordon

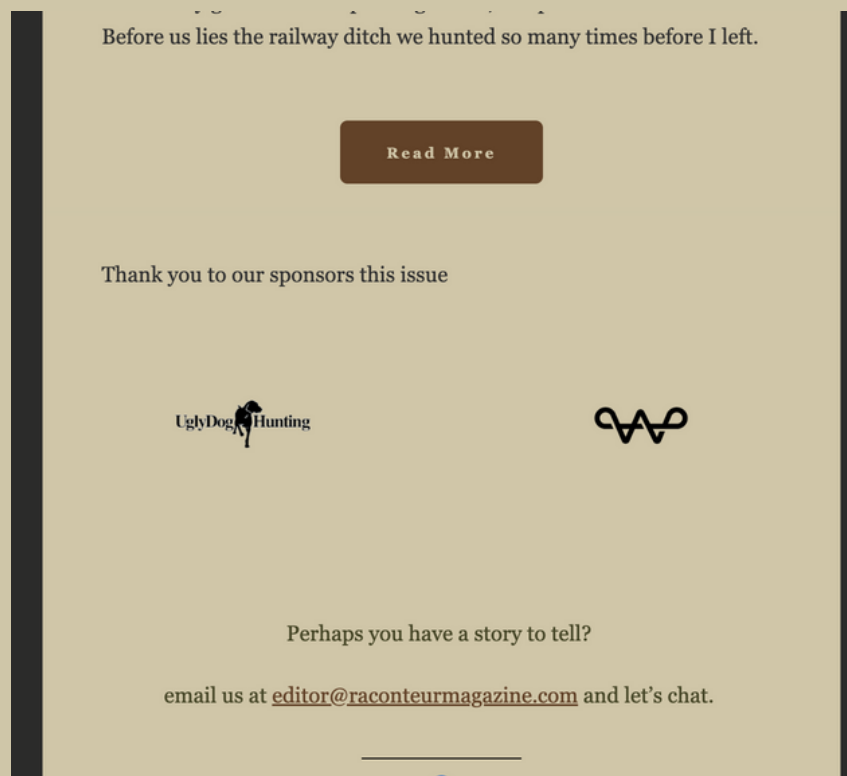
Example of story sponsorship



STORY SPONSORSHIP CONT.

“Sponsored by...” section at the end of the piece including an image/graphic and link of the sponsor’s choice. Also includes social media tagging and mentions for the specific pieces in posts and stories.

Sponsors are included in our bi-weekly newsletters



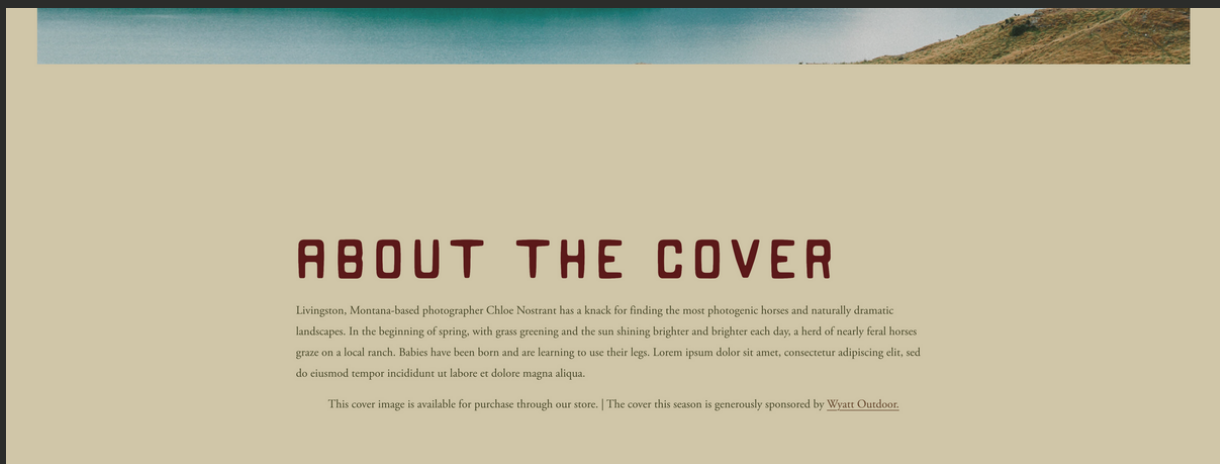
Example of newsletter



COVER SPONSORSHIP

\$1,000

Sponsors our seasonal cover artwork. Includes a print of the cover art. “Sponsored by...” on the website and newsletter with an image/graphic and link of sponsor’s choice. Your name will also be included in our thank you notes that go out with each print sold of that cover. Also includes social media tagging and mentions for the specific pieces in posts and stories.





CATEGORY SPONSORSHIP

We have recurring categories each season that can be sponsored. These include: WANDER, LOOK, LINGER, and TASTE. To sponsor a whole category we ask for a twice yearly payment of \$4,000. You will be a 'title sponsor' on the category page (with a logo and link) as well as listed as a main supporter on our "Support" page.

Sponsors will be tagged and mentioned in each social post for works in their category for the duration of the year.





RACONTEUR

THANK YOU FOR YOUR
INTEREST

Please do not hesitate to reach out to us with any questions you may have.

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Katie Willis, Executive Editor

Chloe Nostrant, Managing Editor + Creative Director