

PRESENTED BY:
CEDAR CENTER ARTS

DATE:
SEPT 25-27, 2026



UNTITLEDTOWN

BOOK AND AUTHOR FESTIVAL

GREEN BAY, WISCONSIN • SEPTEMBER 25-27, 2026



**THE NEXT
CHAPTER**

ABOUT US

**CEDAR
CENTER
ARTS**



Cedar Center Arts/The Art Garage

Cedar Center Arts, founded in 2006, serves as the primary steward of the UntitledTown revival. The organization's history is deeply rooted in the local community, having transformed a century-old former cannery factory into a vibrant creative hub called The Art Garage. Our president Wendy Wimmer Schuchart and former board member Alex Galt are the original co-founders of UntitledTown in 2016.

Cedar Center Arts brought on Wimmer Schuchart, an award-winning author, to invigorate its mission of serving the literary arts.

UntitledTown Book and Author Festival

UntitledTown Book and Author Festival was founded in November 2016 in the mission of providing a free community-focused celebration of literature and stories.

The first three festivals hosted an average of 3500 attendees and an average of 125 presenters. In 2020, the festival was cancelled due to lockdown.

It's time to restore UntitledTown to its former grandeur and give the poets, readers, authors and storytellers of Northeastern Wisconsin their place to belong.

MISSION & VISION



UNTITLEDTOWN

2026

UntitledTown's Vision

Where Stories Take Root. Where Green Bay Takes Center Stage.

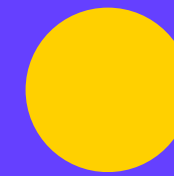
UntitledTown is more than a festival; it is a vital cultural engine. By celebrating storied, we transform Green Bay into an elite literary destination, fostering community, driving economic vitality, and positioning our region as a premier hub for talent recruitment and retention. As we look toward our next chapter, we invite you to become a cornerstone of this movement.

Cedar Center Arts' Mission

Cedar Center Arts exists to support and elevate artists, makers, writers and creatives of all ages, backgrounds and disciplines by providing accessible space, resources, and opportunities to create, teach, and share their work. We connect individuals with the larger community through inclusive programming, exhibitions, and education that welcome people of all ages and experiences levels. By making art affordable, visible, and joyful, we affirm that creativity belongs to everyone and strengthens our community.

AUDIENCE & REACH

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Our Audience

- Audience Reach: The festival attracts thousands of attendees, drawing both local community members and visitors from across the country.
- Engagement: Our attendees are active, curious, and dedicated to the literary arts, creating an environment that has previously resulted in a 1,300% increase in revenue for local business participants.
- Community Impact: By providing free, fully accessible programming, the festival connects with a wide demographic—from students and families to adult fiction enthusiasts—ensuring a broad and inclusive reach that defines Green Bay as a culturally vibrant destination.



Writers

Readers

Middle and High
School Age Learners

WHY PARTNER WITH US

Affluent, high-impact organizations recognize that community vibrancy is a competitive advantage. Partnering with UntitledTown offers a strategic opportunity to align your brand with intellectual vitality, creativity, and regional growth.

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ECONOMIC IMPACT

Festival attendees are active consumers. Local businesses report up to a 1300% increase in revenue during the festival.

TALENT ATTRACTION AND RETENTION

Cultural assets are factors in how top-tier talent evaluates a city. Your support signals that Green Bay is a relevant, exciting place to live. At least two out-of-state top level executives cited UntitledTown as a reason they accepted their Green Bay roles.

ACCESSIBLE LITERACY

By supporting UntitledTown, you ensure its events remain free and fully accessible to every member of the community, advancing regional educational outreach and overall happiness and mental health scores.

TANGIBLE VALUE

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- Tie your organization's name to a specific high-visibility community benefit
- Opportunity to align your name with elite content, such as specific genres, audience tracks, locations, stages or individual events.
- Build business relationships throughout the festival
- Customize your own narrative through the partnership and the story you want to tell about your role in the community.

Corporate Social Responsibility

UntitledTown's history of community support speaks for itself. Our sponsors and donors align with UntitledTown to demonstrate support for a vibrant Northeastern Wisconsin and their commitment to education and literacy.

Sponsors also use these partnerships to meet their own stewardship and outreach goals by engaging with a sophisticated, intellectual and community minded audience.

UntitledTown is a way to also boost local foot traffic and revenue for surrounding businesses. Past economic studies found that each attendee spends at least \$430 over the weekend locally (average 4500 attendees).

- Across Wisconsin, over 50% of adults read below a 6th-grade level (Fox Valley Literacy, 2026)
- Children raised in homes with 100+ books have a 90% likelihood of completing ninth grade compared to 30% for those with no books (PNAS, 2026)
- Over 21,000 people in Northeast Wisconsin speak a language other than English at home, highlighting the need for inclusive, multi-voice festivals (U.S. Census Bureau, 2023)
- Because children spend only 13% of their waking time in school by age 18, festivals like UntitledTown are essential for filling the "non-school" learning gap (Scholastic Education, 2024).





- **In Brown County, there is an urgent 38-point gap in 3rd-grade reading proficiency between white students and Native American students.**
- **Children in homes with many books receive, on average, three years more schooling than children from "bookless" homes.**
- **Author visits turn books from "abstract artifacts" into "living things," helping students identify with the creative process (Lovegreen, 2026)**
- **Meeting authors helps students realize that writing is a "messy, uneven process" involving revision, which improves their own writing confidence (Lovegreen, 2026)**
- **Author visits are particularly impactful for low-income and struggling readers, helping to disrupt the "writer on a pedestal" perception (Lovegreen, 2026).**
- **Hearing about an author's journey from "bad first draft" to published book helps reluctant readers see a real-world application for classroom literacy skills (Lovegreen, 2026)**



- **Students not reading proficiently by the end of third grade are four times more likely to drop out of high school than proficient readers (Annie E. Casey Foundation, 2011)**
- **Children from low-income families who are not reading proficiently by third grade are three times more likely to drop out than proficient readers who have never lived in poverty (Annie E. Casey Foundation, 2011)**
- **Roughly 75% of state prison inmates are high school dropouts, and dropouts are 3.5 times more likely to be arrested than graduates (Alliance for Excellent Education, 2003).**
- **Childhood literacy is a key mediator in adult health; reading proficiency is linked to better self-management of health conditions and higher life expectancy (Scholastic Education, 2024)**
- **Jobs requiring degrees are projected to grow by 25% while manual/low-literacy roles grow by only 9%, making literacy the primary economic survival tool for Green Bay's youth (Alliance for Excellent Education, 2003)**

THE IMPACT

Wellbeing and Education

- **Education Attainment:** “At-risk” children who are involved in the arts are 23% more likely to attend college than their peers with low arts involvement. Children from arts-rich communities score 18% higher in math and English exams.
- **Mental Health:** Community-themed cultural activities are linked to improved wellbeing, including increased feelings of happiness, value, and belonging.
- **Social Identity:** Participatory arts projects provide restorative social interactions that reduce social isolation and loneliness, acting as a preventative measure in the social determinants of health.

Economic and Civic Growth

- **Population and Economic Vitality:** Rural and suburban counties that host arts festivals experience greater population growth, higher resident education levels and higher income levels compared to other suburban counties
- **Visitor Impact:** Suburban counties with arts organizations attract non-local audiences at a higher rate than urban counterparts, meaning they draw outsiders who spend money locally on dining, parking and hospitality.
- **Innovation hubs:** Where arts organizations exist, there’s a strong association with innovative businesses. Those businesses are more likely to expand their products, register trademarks and invest in branding.

Safety and Social Cohesion

- **Crime Reduction:** Neighborhoods with high arts participation are within the top 25% in the nation for safety. One study showed low-income neighborhoods with high cultural assets reported 18% less serious crime.
- **Social Capital:** Arts participants are twice as likely to volunteer than non-participants and are 50% more likely to be involved in other community-based projects, which weaves a stronger social fabric for the community.

Sources: Musella, M. and Bignall-Donnelly, R. The social value of place-based arts and culture: rapid review and narrative synthesis. Briefing, December 2022, What Works Centre for Wellbeing. McKeag, Mark, et al. “Social Mobility in Rural America: Insights from Communities Whose Young People Are Climbing the Income Ladder.” The Bridgespan Group, 14 Nov. 2018, <https://www.bridgespan.org/insights/library/children-youth-and-families/social-mobility-in-rural-america> National Endowment for the Arts. (2007). The Arts and Civic Engagement: Involved in Arts, Involved in Life [Electronic version]. Retrieved 16 February 2018 from <https://www.arts.gov/sites/default/files/CivicEngagement.pdf>

SPEAKERS FROM PAST FESTIVALS



Margaret Atwood



Roxane Gay



Dan Chaon



Rebecca Makkai



Lori Rader-Day



Walter Moseley



Christina Clancy



Andrea Gibson



R.L. Stine



Danez Smith



Susan Orlean



Christopher Moore

OUR AUDIENCE IS YOUR AUDIENCE

Lifelong learners and community

Families, seniors, students and professionals in our area are eager and receptive to learn about supporters of UntitledTown.

We provide our partners with a comprehensive Annual Impact Report, documenting attendance metrics, visitor spending, and the broader economic ripple effect generated by the festival.

- 6K+ email list with 75% open rate
- 4500 people in attendance, 95% from Northeastern Wisconsin
- 74% female-identifying
- 56% reported feeling more positively inclined toward organizations that support UntitledTown and Cedar Center Arts

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- Brand awareness by showcasing your organization to an engaged, diverse, and local audience
- Complimentary seating for your execs and guests
- Invite a select number of guests to our Author Parties
- Headliner and unique events with your logo on printed tickets, programs and slides projected on screen during the sponsored event

DIRECT ACTIVATION & EXPERIENCE OPTIONS

Local Hero Award

Sponsor an award for a local literacy champion

Logo Loop

Your logo prominently featured in the pre-event AV rotation

Author Introductions

Sponsor representative takes the stage to introduce a keynote

Digital Asset Library

Gain rights to use professional photos from your events in your marketing

Banner Placements

Physical signage at high-traffic festival zones

Branded Photobooth

Provide an "Instagram-worthy" space with your logo.

Employee Discounts

Festival-related discounts for your staff on books, merchandise and workshops

Social Media Takeovers

One day of curated content on the festival's social presences

Swag Distribution

Opportunity to include branded items in festival tote bags

Recognition

Permanent recognition on our "Wall of Support" at 1400 Cedar Street

Festival Map

Your locations highlighted as a stop on the official map

Instagram Ready

Fund a collaborative art project for festival attendees.

Custom Impact Metrics

Custom data on festival reach specific to your sponsored events

Author Dinner Sponsorship

Host an intimate dining experience with a featured writer

Stage Names

Name a specific stage, lounge or workshop space.

Cool artwork

Limited-edition, numbered screen-printed festival posters for your office.

Signed Books

Signed copies of headlining books for your staff and office library

Volunteer Team

Deploy a company volunteer squad in branded sponsor gear.

TITLE SPONSOR

- Onsite logos, lanyard branding, logo on AV loop, full page back ad on program, a year of logo placement on the website footer, and e-newsletter feature in our 6K plus audience newsletter.
- Branded signature venue and stage venue, along with introductory remarks at a featured session as an Official Venue Host
- Backstage pass and access to speaker lounge, inclusion in author behind-the-scenes events and networking for 10 guests
- 25 autographed copies of headline books, 10 limited edition UntitledTown posters, tote bags, VIP lanyards and insulated vacuum mugs, as well as employee discounts on festival merchandise and 10 guaranteed seats for ten events (preselected).
- Workshop underwriting (Your idea, your speaker, our schedule, our venue, our festival)
- Introductory remarks at Keynote as a Title Sponsor
- Festival map inclusion (if applicable)

- Choice of Trolley branding, Author VIP office visit, Local Hero Award Sponsorship, executive panel discussion, branded photo booth or author dinner sponsorship
- Swag distribution of your branded swag to authors and all festival attendees
- Branded Pop-Up Reading Nook
- Verbal recognition before each formal session, presentation, workshop and reading
- Social media 1 day takeover, along with access to our post-festival digital access library and digital free use of 2026 festival images
- Complimentary 12x3 or larger booth in choice of location at book fair
- Company volunteer team in branded gear.
- First right of refusal for 2027, along with presence on our permanent Wall of Recognition and a festival impact report.



\$50,000

THE LITERATI

- Your organization's logo on AV loop, half page ad in festival program, and e-newsletter feature in our 6K plus audience newsletter.
- Verbal recognition before each formal session, presentation, workshop and reading
- Choice of Trolley branding, Author VIP office visit, Local Hero Award Sponsorship, executive panel discussion, branded photo booth or author dinner sponsorship
- Branded stage venue along with your provided signage and marketing materials
- Inclusion in author behind-the-scenes events and networking for 6 guests
- Twelve autographed copies of headline books
- Eight limited edition UntitledTown posters, 7 tote bags, 7 VIP lanyards and 7 insulated vacuum mugs
- Employee discounts on festival merchandise and 7 guaranteed seats for 7 events (preselected).
- Festival map inclusion (if applicable)
- Complimentary 12 x 3 or larger double table at book fair, in your choice of location
- Swag distribution of your branded swag to authors
- Social media 1 day takeover, along with access to our post-festival digital access library and digital free use of 2026 festival images
- Company volunteer team in branded gear.
- Presence on our permanent Wall of Recognition and a festival impact report.



\$35,000

THE LUMINARIES

- Your organization's logo on AV loop, half page ad in festival program, a year of logo placement on the website footer, and e-newsletter feature in our 6K plus audience newsletter.
- Choice of Trolley branding, Author VIP office visit, Local Hero Award Sponsorship, executive panel discussion, branded photo booth or author dinner sponsorship
- Branded signature venue and stage venue, along with introductory remarks at a featured session as an Official Venue Host
- Branded Pop-Up Reading Nook
- Inclusion in author behind-the-scenes events and networking for 8 guests
- Twelve autographed copies of headline books
- Eight limited edition UntitledTown posters
- Eight UntitledTown tote bags and insulated vacuum mugs.

- Eight VIP lanyards and 8 guaranteed seats for ten events (preselected).
- Employee discounts on festival merchandise
- Complimentary 6x3 or larger table at book fair in your choice of location (limited availability)
- Swag distribution of your branded swag to authors
- Social media 1 day takeover, along with access to our post-festival digital access library and digital free use of 2026 festival images
- Company volunteer team in branded gear.
- Presence on our permanent Wall of Recognition and a festival impact report.



\$25,000

THE EPIC HEROES

- Your organization's logo on AV loop, quarter page ad in festival program, and e-newsletter ad in our 6K plus audience newsletter.
- Verbal recognition for your organization's support before each mainstage and formal session, including readings, workshops, panel discussions and craft talks.
- Inclusion in author behind-the-scenes events and networking for 8 guests
- Eight autographed copies of headline books
- Four limited edition UntitledTown posters
- Three UntitledTown tote bags and insulated vacuum mugs,
- Three VIP lanyards and three guaranteed tickets for three events (preselected).
- Complimentary 6x3 or larger table at book fair in your choice of location (limited availability)
- Swag distribution of your branded swag to authors
- Access to our post-festival digital access library and digital free use of 2026 festival images
- Festival impact report along with a selection of digital assets from our library to use with corporate free license



\$15,000

STORYTELLERS

- Your organization's logo on AV loop, quarter page ad in festival program, and e-newsletter ad in our 6K plus audience newsletter.
- Verbal recognition for your organization's support before each mainstage and formal session, including readings, workshops, panel discussions and craft talks.
- Six autographed copies of headline books
- Two limited edition UntitledTown posters
- Complimentary 6x3 or larger table at book fair
- Two UntitledTown tote bags and insulated vacuum mugs,
- Two VIP lanyards and three guaranteed tickets for three events (preselected).
- Swag distribution of your branded swag to authors
- Thanked personally on festival program and onstage at keynote event
- Festival impact report along with a selection of digital assets from our library to use with corporate free license.



\$10,000

ILLUSTRATORS

- Two autographed copies of headline books
- One limited edition UntitledTown poster
- One UntitledTown tote bags and insulated vacuum mugs,
- One VIP lanyard and one guaranteed ticket for an event (preselected).
- Complimentary 6x3 or larger table at book fair
- Swag distribution of your branded swag to authors
- Thanked personally on festival program and onstage at keynote event
- Festival impact report along with a selection of digital assets from our library to use with corporate free license.



Sponsorship Levels and Recognition	Title Sponsor	Literati	The Luminaries	The Storytellers	The Epic Heroes	The Illustrators
Audio Visual Loop Logos	✓	✓	✓	✓	✓	✓
Logo in Program	✓	✓	✓	✓	✓	
Thanked Verbally before session	✓	✓	✓	✓		
Employee Discounts	✓	✓	✓	✓		
Thanked personally on festival program	✓	✓	✓	✓	✓	✓
Introductory Remarks as Venue Host	✓	✓				
Introductor Remarks at a Keynote as Title Sponsor	✓					

Sponsorship Levels and Recognition	Title Sponsor	Literati	The Luminaries	The Storytellers	The Epic Heroes	The Illustrators
Public Charging Lounge Branding	✓	✓	✓			
Pop-Up Reading Nook Branding	✓	✓	✓			
UntitledTown Tote Bag(s)	✓	✓	✓	✓	✓	✓
UntitledTown Limited Edition Poster	✓	✓	✓	✓	✓	✓
UntitledTown Insulated Vacuum Mug	✓	✓	✓	✓	✓	✓
Impact Report	✓	✓	✓	✓	✓	✓
Listed on our permanent Wall of Recognition	✓	✓	✓			

Sponsorship Levels and Recognition	Title Sponsor	Literati	The Luminaries	The Storytellers	The Epic Heroes	The Illustrators
First Right of Refusal for 2027	✓					
Complimentary book at bookfair	18'x3'	12'x3'	12'x3'	6'x3'	6'x3'	6'x3'
VIP guaranteed seating at select events	✓	✓	✓	✓	✓	✓
Handwritten thank you cards from board	✓	✓	✓	✓	✓	✓
Inclusion on Festival Map	✓	✓	✓	✓	✓	
Choice of Trolley Branding, Author VIP office visit, Local Hero Award Sponsorship, Executive Panel Discussion, Branded photo book or Author Dinner Sponsorship	Pick Two	Pick One	Pick One'			

Sponsorship Levels and Recognition	Title Sponsor	Literati	The Luminaries	The Storytellers	The Epic Heroes	The Illustrators
Social media takeover	✓	✓				
Swag distribution to Authors	✓	✓	✓	✓		
Swag distribution to festival attendees	✓	✓	✓	✓		
Digital Asset Library	✓	✓	✓	✓		
Website footer	✓					
E-newsletter spotlight	✓	✓	✓			
Signed copies of headline books	✓	✓	✓	✓	✓	✓

Sponsorship Levels and Recognition	Title Sponsor	Literati	The Luminaries	The Storytellers	The Epic Heroes	The Illustrators
VIP Access to Author Events	✓					
Program Back Page Ad	✓					
Lanyard Branding	✓					
Branded Signature Venue	✓	✓				
Inclusion on Festival Map	✓	✓	✓			
Introductory Remarks at a featured session as Venue Host	✓	✓				
Introductor Remarks at a Keynote as Title Sponsor	✓					

You're in good company

The previous three festivals were possible through the support of donors, partners, and sponsors like you, such as:

The George Kress Foundation
Friends of the Brown County Library
Wisconsin Humanities Council
Wisconsin Public Service
Green Bay Packers Foundation
Greater Green Bay Community Foundation
The Lion's Mouth Bookstore
Camera Corner Connecting Point
The City of Green Bay
Green Bay Public Arts Commission
The Rotary Club of Green Bay
Nicolet National Bank
Cellcom
The Scanock Family Foundation
and hundreds of individual donors!

UNTITLEDTOWN



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CEDAR CENTER ARTS



President Dr Wendy Wimmer
Schuchart

WendySchuchart@gmail.com

Executive Director Lindsay Olson



Lolson@theartgarage.org



**art
garage**

operated by
Cedar Center Arts
a not for profit organization