



Annual Sponsorship Package

Let Julie's Spirit Light the Way



TMI Project presents: The Julie Novak Storytelling Club

Built on 16 Years of Local Impact

Over the last 16 years, TMI Project has grown from a small local Hudson Valley storytelling organization into an internationally recognized multi-media non-profit with an award-winning podcast, critically acclaimed documentary films, and storytelling workshops and performances that **have reached over 3,000 storytellers** and **300,000 audience members in the Hudson Valley and beyond.**

We couldn't have done it without our wonderful business sponsors. Thank you!

Our audience members and participants are energized, socially conscious consumers who intentionally invest in local, like-minded businesses.

Then:



Now:



Why Sponsor The Julie Novak Storytelling Club

Where community, creativity, and local visibility meet.

Created in honor of co-founder Julie Novak—a beloved Hudson Valley artist and activist known for her humor, compassion, and ability to make people feel truly seen—this program carries her legacy forward while strengthening local connection across cultures, languages, and generations.

Sponsoring The Julie Novak Storytelling Club is good for your business and good for the Hudson Valley.

Your support lifts your brand, demonstrates your values, and puts you repeatedly in front of highly engaged local residents who consciously support community-minded businesses. You're not just placing a logo—you're aligning with a joyful, trusted, community-centered movement that people want to invest in.



At-a-Glance

Your Sponsorship Supports 36 Annual Events

- 12 In-person events in Kingston
- 24 Virtual writing workshops
(12 in Spanish and 12 in English)
- 1,200+ engaged Hudson Valley participants

What Your Business Gains

- **Year-round brand visibility** across events, digital platforms, email (4,000+), and social media (8,500+ followers)
- **Direct reach to local residents** who intentionally spend with businesses that support community well-being
- **Alignment with a trusted community institution** championing mental health, creative expression, and equitable access
- **Alignment with a beloved local legacy** that signals values, credibility, and goodwill
- **Increased customer loyalty and recognition** through repeated visibility and positive association



Event Sponsorship Levels

Every sponsorship level provides your business with year-round visibility, repeated impressions, and alignment with a beloved Hudson Valley institution.

LEVEL	Curtain Call Sponsor (\$1,000)	Standing Ovation Sponsor (\$2,500)	Encore Sponsor (\$5,000)	Legacy Sponsor (\$10,000)
WHAT YOU GET				
Linked logo on our website (1,500 visitors per month) and email (4,000 recipients)	✓	✓	✓	✓
Verbal shout-out at event	✓	✓	✓	✓
Printed and/or digital shout-out at event (1,200 in-person and virtual attendance members)		✓	✓	✓
Dedicated promotions on social media (8,500 followers)		✓	✓	✓
VIP seating at the year-end celebration		✓	✓	✓
Logo on all printed and digital materials			✓	✓
Dedicated blog post shared across social media platforms			✓	✓
Acknowledgement as presenting sponsor				✓



“Wild Earth supports TMI Project because they continue to center the voices of those who are least represented in the media. TMI Project provides opportunities for those individuals to become powerful storytellers. Oral storytelling has always been a powerful method of shaping culture, and Wild Earth wants future generations to learn from the experiences of the diverse swath of identities living today.”

- Omari Washington, Executive Director, Wild Earth



“Before I told my story, I didn’t have language for what I was feeling. Writing with TMI Project helped me finally understand myself. I wanted to be heard — to say what it’s really like to be an immigrant in America. When we listen to each other’s stories, we move toward a more peaceful society. We desperately need that — in America, in Mexico, everywhere.”

- Perla Ayora, storyteller

“I never expected that getting involved with TMI Project would cure my writer’s block. I thought I was helping others tell their stories, but the workshop opened me up creatively in ways I desperately needed. It gave me back my voice — as a writer and as a creative person.”

- Sari Botton, award-winning author and editor, publisher of Oldster Magazine



“Julie was one of the first openly queer adults I ever saw shining in front of me. She didn’t try to fix me—she made space for me to tell the truth, and for the first time that felt safe. Now, being part of The Julie Novak Storytelling Club, I’m honored to create that space for others. In a world full of loneliness, this isn’t a luxury. It’s essential.”

- Lily Mueller, storyteller

TMI Project's Advisory Board

V (formerly Eve Ensler): V is a Tony Award-winning playwright, performer, and activist, best known for her play *The Vagina Monologues*. She founded V-Day, a global movement to end violence against women and girls, and has authored several books, including *The Apology* and *In the Body of the World*. Her work has been translated into numerous languages and performed worldwide.

Celeste Lecesne: Celeste is an actor, writer, and LGBTQ+ activist, co-founding The Trevor Project, a crisis intervention and suicide prevention organization for LGBTQ+ youth. An Academy Award-winning filmmaker for the short film *Trevor*, Celeste has also written several books and plays, including *The Absolute Brightness of Leonard Pelkey*.

Tony Porter: Tony is an educator and activist, co-founder of A CALL TO MEN, an organization promoting healthy, respectful manhood and preventing violence against women, girls, and marginalized groups. He is an international lecturer and has advised the NFL, NBA, and other organizations on issues of masculinity and gender-based violence.



“I’ve been deeply moved by the trust TMI Project inspires in people, by the creativity they prompt, by the specificity of the truths they awaken, and the freedom they catalyze through the safe spaces, deep listening, and attention offered.”

- V (she/her), (formerly Eve Ensler), Tony award-winning playwright, and co-founder of VDay/One Billion Rising



“One of the reasons I’m so enthusiastic about TMI Project and the work that they do is because the organization is living proof of something I deeply believe: being able to tell your story is a human right.”

- Celeste Lecesne (he/they),
Co-founder of The Trevor Project



“TMI Project is a champion of humanity. Thanks for showing us how to model vulnerability and accountability, how to heal in community, and how to be our full authentic selves.”

- Tony Porter (he/him),
A Call to Men

TMI Project's Advisory Board

Gwen Wright: Gwen is a leader in social justice and gender equity, serving as the Executive Director of the New York State Office for the Prevention of Domestic Violence. With decades of experience in advocacy and policy development, she has been instrumental in implementing programs and legislation to support survivors of domestic violence.

Mary Stuart Masterson: Mary Stuart is an actress, director, and producer known for her roles in films like Fried Green Tomatoes and Benny & Joon. She founded Stockade Works and Upriver Studios, organizations dedicated to fostering the film and media industry in the Hudson Valley, creating job opportunities, and promoting sustainable economic development.

These distinguished individuals bring a wealth of experience and passion to our advisory board, guiding **TMI Project** in its mission to change the world, one story at a time.



“The first time I attended a TMI Project performance, I was in awe of the courage and strength of the readers as they told their stories. It was so powerful. The intensity of their words was complimented by the depth of their healing. This is an amazing organization.”

- Gwen Wright (she/her), former Executive Director of the New York State Office for the Prevention of Domestic Violence

“TMI Project is electrifying to witness, so immediately effective and personal. By harnessing the power of vulnerability, audiences are gifted with new perspectives. It is thrilling, important, and vital work.”

- Mary Stuart Masterson (she/her), Tony-nominated actress, producer, and co-founder of Stockade Works/Upriver Studios



Let Julie's Spirit Light the Way

Julie Novak made people feel braver, louder, freer, and more joyfully themselves. Through The Julie Novak Storytelling Club — and with your partnership — that spirit continues to illuminate every room, every story, and every life touched by this work, in the Hudson Valley and beyond.

**For questions, information, or to move forward
with sponsorship, please contact:**

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