



# BLR 25

BELLEVUE LITERARY REVIEW

Celebrating 25 years of creative writing  
about health, illness and healing

**Sponsorship Opportunities**

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# Who We Are

Bellevue Literary Review (BLR) is a nonprofit literary arts organization that mines the connective tissue between illness, healing, and the arts. BLR publishes an award-winning literary journal, and produces dynamic public programming at the intersection of healthcare and the arts. This year, BLR celebrates its 25<sup>th</sup> anniversary.

# Our Vision

BLR envisions a culture in which literature and art are recognized as essential to medical care and healing—where patients, clinicians, writers, and readers come together to bear witness to the body, vulnerability, suffering, and resilience, and where shared stories and poetry foster empathy, ethical reflection, and more humane ways of caring for one another.



# BLR at a Glance

## AWARD-WINNING JOURNAL

BLR's flagship literary journal features fiction, nonfiction, and poetry that brings together perspectives of patients, caregivers, medical professionals, and the general public. Our pages have included writing by Abraham Verghese, Celeste Ng, Leslie Jamison, Edward Hirsch, and more.

## INNOVATIVE PROGRAMMING

BLR offers a wide range of events, partnering with writers, artists, filmmakers, dancers, and creative arts organizations to produce dynamic public programming at the intersection of healthcare and the arts.

## A GROWING COMMUNITY

BLR fosters a community of writers, readers, clinicians, and caregivers engaged in thoughtful conversations about illness, health, and healing.



# Testimonials

"Essential reading for anyone who deals with sickness and health, anyone who needs **a dose of deep grace and humanity.**"

- The Oliver Sacks Foundation

"*BLR's* contents are at once practically instructive, and yet intangibly inspiring and utterly gripping. **I can't imagine my work as a writer, or a doctor, without it.**"

- Rafael Campo, physician and poet

"Ask any healthcare worker, ask any patient who has come back from illness, and **you will hear stories that might change your life.** That's what *BLR* offers."

- Courtney Davis, nurse and poet

"**No human thing is more universal than illness,** and no publication holds more credibility on the subject than *Bellevue Literary Review.*"

- NewPages.com

"*BLR* supports a vital link in the chain of health care services. **Poetry of the human experience at its most fragile and amazing.**"

- Christina Robertson, *BLR* author

# BLR AT 25

25 years ago, three doctors, two poets, and a fiction writer met in a hospital conference room, discussing how the human stories around them might inspire a literary journal. Bellevue Literary Review was born, the first journal of creative writing about health, illness and healing.

A quarter of a century later, BLR is a thriving, independent, award-winning literary arts organization that is celebrating a milestone anniversary. You are invited to be part of it!



# Why Sponsor BLR at 25?

- Reach a **discerning, influential audience** deeply engaged with healthcare, literature, and the arts.
- **Align your brand** with a respected nonprofit organization celebrated for artistic excellence.
- Be part of a **milestone 25th anniversary** for a mission-driven organization.
- Gain **lasting visibility** through a full year of *BLR* events, communications, and promotion.
- **Drive community engagement**, creativity, and increased access to the arts.
- Help **humanize healthcare**



# A Uniquely Engaged Audience

## 63% EMAIL OPEN RATE

With more than 7,000 readers on the newsletter list and an open-rate 3x higher than the industry standard, BLR boasts a remarkably engaged audience.



## WEBSITE TRAFFIC

With more than 10,000 unique visitors monthly, BLR's website connects sponsors with a deeply engaged community focused on health, illness, and healing.

## PRINT & DIGITAL MEDIA

BLR offers integrated visibility across print and digital publications, with additional reach through a national press release campaign.

## SOCIAL MEDIA

BLR has an active presence on:

- Instagram
- Twitter/X
- Facebook
- YouTube
- Bluesky
- Threads
- LinkedIn



BLR Book Salon with Anne Fadiman

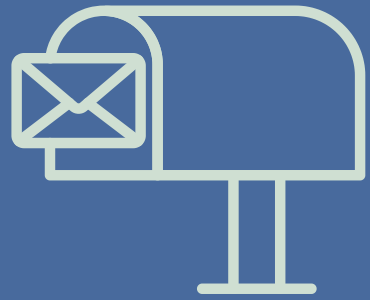
# Measurable Reach & ROI



**850,000+**  
IMPRESSIONS FORECAST



**144,000+**  
WEBSITE IMPRESSIONS  
FORECAST



**600,000+**  
NEWSLETTER METRICS  
FORECAST



**100,000+**  
SOCIAL MEDIA  
IMPRESSIONS FORECAST



**63%**  
NEWSLETTER OPEN RATE



**1000+**  
EVENT ATTENDEES

ROI forecast for 2026

# Honoring

# Danielle Ofri



Danielle Ofri: editor, author, physician

## FOUNDER, EDITOR, DIRECTOR

Danielle Ofri founded BLR 25 years ago with the goal of using poetry and storytelling to humanize medical care. She has been the visionary editor-in-chief since inception, and became the Executive Director when she shepherded BLR into a 501 (c)3 nonprofit during the Covid pandemic (all while working as a frontline doctor in Bellevue Hospital's Covid tent).

## AWARD-WINNING AUTHOR

A recipient of a Guggenheim Fellowship and the National Humanism in Medicine Medal, Ofri is the author of six best-selling books and is a regular contributor to the *New York Times* and *The New Yorker*. She is one of the foremost voices in the medical world today, writing passionately about the doctor-patient relationship.

## BELOVED PHYSICIAN

Dr. Ofri is a primary care doctor at Bellevue Hospital, caring for the most vulnerable patients of New York City. A devoted doctor, educator, and leader, she is a fierce advocate for her patients and for the public hospital system.

# BLR at 25 & Beyond

For 25 years, Bellevue Literary Review has illuminated the stories that shape our understanding of health, illness, and what it means to connect.

BLR is poised to carry the power of story to new spaces, expanding both our reach and impact. Our next chapter will deepen engagement, spark dialogue, and inspire a more compassionate understanding of illness and healing.

## Your impact

We invite you to join us as a sponsor in BLR's landmark anniversary year, helping to expand powerful programming and create vital new connections.



# SPONSORSHIP OPPORTUNITIES

SPONSOR ONE OF BLR'S HIGH IMPACT EVENTS



SPONSOR BLR'S SPECIAL ANNIVERSARY ISSUE



BE A HEADLINE SPONSOR FOR ANNIVERSARY OR GALA



SPONSOR EDUCATIONAL AND COMMUNITY PROGRAMMING



# Live! On Stage Storytelling

Unique, high-impact  
sponsorship  
opportunity

## AN UNFORGETTABLE EVENING

BLR's 25<sup>th</sup> anniversary live storytelling event — *In Sickness and In Health* — will explore illness, health, and the complex journey of healing through true, personal stories told on stage, witnessed by an engaged and passionate audience.

## IN THEATER AND LIVE STREAM

The event will reach audiences through a sold-out evening at Symphony Space, a legendary off-Broadway venue, plus a national and international livestream to engage viewers far beyond New York City. (Expected date January 2027)

## LASTING IMPACT

A professionally filmed version of the event will provide evergreen content promoted widely through newsletters, social media, podcasts, YouTube, and more.

SPONSORSHIP OPPORTUNITIES

Live storytelling event at Symphony Space

# Engaging with

# Leading Voices



Book Launch for Abraham Verghese

## BLR BOOK SALONS

Our Book Salons feature in-person conversations in intimate settings with influential writers such as Anne Fadiman, Damon Tweedy, Rachel Aviv, and Edward Hirsch, allowing audiences to engage deeply with writings on health, illness, and healing.

## CONVERSATIONS ON CREATIVE WRITING IN HEALTHCARE

This series explores how illness is written onto the page and has drawn up to 1,000 RSVPs per online event. Panelists have included writers Meghan O'Rourke, Susannah Cahalan, Porochista Khakpour, Sarah LaBrie, Sandeep Jauhar, Rana Awdish, and Theresa Brown.

## BLR READINGS

BLR hosts online events to launch each of our issues, celebrating a diverse array of authors from around the county and the globe. Emerging authors share space with established authors and an enthusiastic audience.

# Educating the Next Generation



## ART IN MEDICINE

A free year-long program for healthcare trainees to connect through art and story, with a rigorous curriculum using BLR writings and art to develop empathy and communication for emerging medical professionals

## BLR AMBASSADORS

A welcoming community for students and trainees at all levels who are interested in learning about BLR as well as how medical humanities can weave into healthcare professions

## BLR INTERNSHIPS

Introducing college students and healthcare trainees to the behind-the-scenes workings of a major literary journal through hands-on work creating the journal, outreach, events, and social media

# Celebrating

# 25 Years!



## A SPECIAL ISSUE OF BLR

BLR will publish an expanded 25th anniversary edition of the journal. This limited edition of Bellevue Literary Review — published in both print and digital formats — will be a treasured volume, celebrating a quarter-century of poetry, fiction, and nonfiction on health, illness, and healing.

## COCKTAILS & CONVERSATION

A very special intimate evening with the editors and board of BLR on 9/26/26. This cocktail party, in a cozy and unique brownstone setting in Brooklyn Heights, is an opportunity to be up close and personal with the creative team and celebrate art in healthcare.

## BLR'S ANNIVERSARY GALA

It's time to celebrate! Everyone is invited to this party to commemorate the BLR's remarkable journey and accomplishments. The celebration will honor Dr. Danielle Ofri, who has been the driving force behind BLR since its inception.

SPONSORSHIP OPPORTUNITIES



# BLR25

BELLEVUE LITERARY REVIEW

SPONSORSHIP  
PACKAGES

# Headline and Gala

SPONSORSHIP	BENEFIT
<p><b>BLR Anniversary            Headline Sponsor            \$25,000</b></p>	<ul style="list-style-type: none"> <li>• <b>Headline Sponsor of 25th Anniversary Campaign</b></li> <li>• Featured on back cover of 25th Anniversary commemorative booklet</li> <li>• Logo/acknowledgement on website, events, and all relevant communications</li> <li>• 20 guests at gala</li> <li>• 50 limited edition copies of 25th Anniversary BLR journal</li> </ul>
<p><b>BLR Gala Sponsor            \$15,000</b></p>	<ul style="list-style-type: none"> <li>• <b>Headline Sponsor of 25th Anniversary Gala</b></li> <li>• Platinum page of 25th Anniversary commemorative booklet</li> <li>• Logo/acknowledgement on website and all relevant communications</li> <li>• 15 guests at gala</li> <li>• 25 limited edition copies of 25th Anniversary BLR journal</li> </ul>

# Live Storytelling Event

SPONSORSHIP	BENEFIT
<p><b>BLR Live Storytelling Event            Headline Sponsor            \$15,000</b></p>	<ul style="list-style-type: none"> <li>• <b>Headline Sponsor of Live Storytelling Event</b></li> <li>• Platinum page in 25th Anniversary commemorative booklet</li> <li>• Logo/acknowledgement on website, on stage, and in relevant communications</li> <li>• Logo/acknowledgement on video of event</li> <li>• 15 guests at gala</li> <li>• 25 limited edition copies of 25th Anniversary BLR journal</li> </ul>
<p><b>BLR Live Storytelling Event            Partner Sponsor            \$10,000</b></p>	<ul style="list-style-type: none"> <li>• <b>Partner Sponsor of Live Storytelling Event</b></li> <li>• Gold page in 25th Anniversary commemorative booklet</li> <li>• Logo/acknowledgement on website,, on stage, and all relevant communications</li> <li>• Acknowledgement on video of event</li> <li>• 10 guests at gala</li> <li>• 25 limited edition copies of 25th Anniversary BLR journal</li> </ul>

# Signature BLR Initiatives

SPONSORSHIP	BENEFIT
<p><b>Events/Journal</b></p> <ul style="list-style-type: none"> <li>• BLR Book Salon</li> <li>• Cocktails and Conversation</li> <li>• Anniversary Edition of BLR</li> </ul> <p style="text-align: center;">\$10,000</p>	<ul style="list-style-type: none"> <li>• <b>Headline Sponsor</b></li> <li>• Gold page in 25th Anniversary commemorative booklet</li> <li>• Logo/acknowledgement on website and all relevant communications</li> <li>• 10 guests at gala</li> <li>• 25 limited edition copies of 25th Anniversary BLR journal</li> </ul>
<p><b>Educational Programs</b></p> <ul style="list-style-type: none"> <li>• Writing Workshop</li> <li>• Art in Medicine Program</li> <li>• Conversations in Creative Writing</li> </ul> <p style="text-align: center;">\$10,000</p>	<ul style="list-style-type: none"> <li>• <b>Headline Sponsor</b></li> <li>• Gold page in 25th Anniversary commemorative booklet</li> <li>• Logo/acknowledgement on website and all relevant communications</li> <li>• 10 guests at gala</li> <li>• 25 limited edition copies of 25th Anniversary BLR journal</li> </ul>

**SPONSORSHIP PACKAGES**

# Sponsors & Supporters

SPONSORSHIP	BENEFIT
<p><b>BLR Anniversary Sponsor</b>  <b>\$5,000</b></p>	<ul style="list-style-type: none"> <li>• 25th Anniversary Sponsor</li> <li>• Silver page in 25th Anniversary commemorative booklet</li> <li>• Logo/acknowledgement on website and in all relevant communications</li> <li>• 6 guests at gala</li> </ul>
<p><b>BLR Anniversary Supporter</b>  <b>\$2,500</b></p>	<ul style="list-style-type: none"> <li>• 25th Anniversary Supporter</li> <li>• Bronze page in 25th Anniversary commemorative booklet</li> <li>• Acknowledgement on website, and all relevant communications</li> <li>• 4 guests at gala</li> </ul>

## RESERVE YOUR SPONSORSHIP

Interested in discussing a package or customized sponsorship? We'd love to hear from you!



[sponsorship@blreview.org](mailto:sponsorship@blreview.org)



(929) 925-5401

## JOIN THE BLR COMMUNITY



[www.BLReview.org](http://www.BLReview.org)



@BLReview

# BLR25

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