



BLR25

BELLEVUE LITERARY REVIEW

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

Sponsorship Opportunities

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 25th 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 25

25 years ago, **three** doctors, **two** poets, and **one** 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!



BLR at a Glance

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ABOUT BELLEVUE LITERARY REVIEW

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.



Why BLR Matters

- **The Human Need for Connection:** Patients, families, caregivers, and clinicians often experience isolation as they navigate the complexities of health, illness, and healing.
- **The Changing World Around Us:** As society becomes increasingly shaped by algorithms and artificial intelligence, opportunities for authentic human connection and reflection are becoming more limited.
- **The Healing Power of Stories:** Stories foster empathy, deepen understanding, and remind us of our shared humanity by connecting people through lived experiences.
- **BLR's Unique Role:** BLR brings together literature, medicine, and the arts to create a trusted space where patients, caregivers, clinicians, writers, and readers connect through stories that humanize healthcare.



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.

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BLR'S 25TH ANNIVERSARY

Why Sponsor BLR at 25?

Drive community engagement, creativity, and increased access to the arts.

Gain visibility through recognition at BLR events, communications, and promotion.

Contribute to the 25th anniversary milestone for a **mission-driven organization**.

Align your brand with a **respected nonprofit organization** celebrated for artistic excellence.

Reach a discerning, **influential audience** deeply engaged with healthcare, literature, and the arts.

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.



BLR Book Salon with Anne Fadiman



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.

SOCIAL MEDIA

BLR has an active presence on:

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

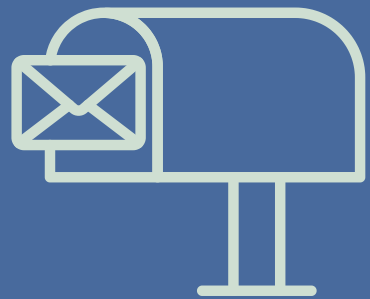
PRINT & DIGITAL MEDIA

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

Measurable Reach & ROI



850,000+
IMPRESSIONS FORECAST



600,000+
NEWSLETTER METRICS
FORECAST



63%
NEWSLETTER OPEN RATE



144,000+
WEBSITE IMPRESSIONS
FORECAST



100,000+
SOCIAL MEDIA
IMPRESSIONS FORECAST



1000+
EVENT ATTENDEES

Honoring

Danielle Ofri

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BLR'S 25TH ANNIVERSARY HONOREE

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

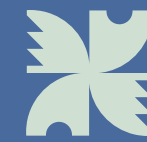
Dr. Ofri is a primary care doctor at Bellevue Hospital, caring for the most vulnerable patients of New York City. A devoted doctor, educator, and leader, she is a fierce advocate for her patients and for the public hospital system.



Danielle Ofri: editor, author, physician

SPONSORSHIP OPPORTUNITIES

SPONSOR
ONE OF BLR'S
HIGH IMPACT
EVENTS



SPONSOR
BLR'S SPECIAL
ANNIVERSARY
ISSUE



BE A HEADLINE
SPONSOR FOR
LIVE STORYTELLING
EVENT OR GALA



SPONSOR
EDUCATIONAL
AND COMMUNITY
PROGRAMMING



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* will be a treasured volume, celebrating a quarter-century of poetry, fiction, and nonfiction on health, illness, and healing.

COCKTAILS & CONVERSATION

An intimate gathering with the editors and board of BLR on **September 26, 2026**. 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

Everyone is invited to this party on **November 12, 2026**, to celebrate BLR's remarkable journey and accomplishments. The gala will **honor Dr. Danielle Ofri**, who has been the driving force behind BLR since its inception.

SPONSORSHIP OPPORTUNITIES

Live! On Stage

Storytelling

Unique, high-impact
sponsorship
opportunity

AN UNFORGETTABLE EVENING

BLR's 25th 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 the SVA Theater in Manhattan on **January 30, 2027**, plus a national and international livestream to engage viewers far beyond New York City.

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, on stage

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 to share art and create community.

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



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SPONSORSHIP
PACKAGES

Headline and Gala

SPONSORSHIP	BENEFIT
Anniversary Headline Sponsor \$25,000	• Headline Sponsor of 25th Anniversary Campaign • Featured on back cover of 25th Anniversary Commemorative booklet • Logo recognition on website, social media posts, newsletters, and email blasts • 20 complimentary tickets for the 25th Anniversary Gala on November 12, 2026 • 50 limited edition copies of 25th Anniversary BLR journal • Recognition on 25th Anniversary Gala invitation • Verbal recognition at podium during 25th Anniversary Gala • Sponsorship acknowledged at BLR events
Gala Headline Sponsor \$15,000	• Headline Sponsor of 25th Anniversary Gala • Platinum page of 25th Anniversary Commemorative booklet • Logo recognition on website, social media posts, newsletters, and email blasts • 15 complimentary tickets for the 25th Anniversary Gala on November 12, 2026 • 25 limited edition copies of 25th Anniversary BLR journal • Recognition on 25th Anniversary Gala invitation • Verbal recognition at podium during 25th Anniversary Gala

Gala Sponsorships

SPONSORSHIP	BENEFIT
Gala Visionary Sponsor \$10,000	• 25th Anniversary Gala sponsor • Gold page in 25th Anniversary Commemorative booklet • Logo recognition on website, social media posts, newsletters, and email • 10 complimentary tickets to gala on November 12, 2026
Gala Benefactor Sponsor \$5,000	• 25th Anniversary Gala sponsor • Silver page in 25th Anniversary Commemorative booklet • Logo recognition on website, social media posts, newsletters, and email • 6 complimentary tickets to gala on November 12, 2026
Gala Partner Sponsor \$2,500	• 25th Anniversary Gala sponsor • Bronze page in 25th Anniversary Commemorative booklet • Logo recognition on website, social media posts, newsletters, and email • 4 complimentary tickets to gala on November 12, 2026

Live Storytelling Event

SPONSORSHIP PACKAGES

SPONSORSHIP	BENEFIT
Live Storytelling Event Headline Sponsor \$15,000	• Headline Sponsor of Live Storytelling Event on January 30, 2027 • Platinum page in 25th Anniversary Commemorative booklet • Logo recognition on website, on stage, newsletter, and social media • Logo recognition on video of event • 15 complimentary tickets to 25th Anniversary Gala on November 12, 2026 • 25 limited edition copies of 25th Anniversary BLR journal
Live Storytelling Event Partner Sponsor \$10,000	• Partner Sponsor of Live Storytelling Event on January 30, 2027 • Gold page in 25th Anniversary Commemorative booklet • Logo recognition on website, on stage, newsletter, and social media • Logo recognition on video of event • 10 complimentary tickets to 25th Anniversary Gala on November 12, 2026 • 15 limited edition copies of 25th Anniversary BLR journal

Signature BLR Initiatives

SPONSORSHIP PACKAGES

SPONSORSHIP	BENEFIT
Events/Journal • BLR Book Salon • Cocktails and Conversation • Anniversary Edition of BLR \$10,000	• Headline Sponsor for listed events and journals • Gold page in 25th Anniversary Commemorative booklet • Logo recognition on website, social media posts, newsletters, and email blasts • 10 complimentary tickets to 25th Anniversary Gala on November 12, 2026 • 25 limited edition copies of 25th Anniversary BLR journal
Educational Programs • Writing Workshop • Art in Medicine Program • Conversations in Creative Writing \$10,000	• Headline Sponsor for listed Educational Programs • Gold page in 25th Anniversary Commemorative booklet • Logo recognition on website, social media posts, newsletters, and email blasts • 10 complimentary tickets to 25th Anniversary Gala on November 12, 2026 • 25 limited edition copies of 25th Anniversary BLR journal

Testimonials

“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.”

– Cortney 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

“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* 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*'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

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Interested in becoming a BLR sponsor?
Please contact us and we'll be in touch!



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