



# Sage & Ink Writers Festival

*Celebrating New Mexico Indie Authors, Writers, and Poets*

*Diane Hatz, Founder*

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***Mission:*** To celebrate, elevate,  
and build career infrastructure  
for New Mexico writers, authors,  
poets, and small press  
publishers.

***Vision:*** A New Mexico where  
statewide literary and writing talent  
has the same visibility, support,  
and career pathways as authors  
and writers from elsewhere,  
anchored by a permanent festival  
and, eventually, a year-round  
literary hub.





# The Gap / Opportunity

Sage & Ink Writers Festival asks the question: **what about writers in New Mexico?**

The Santa Fe International Literary Festival does something important: it brings world-renowned authors to New Mexico.

Sage & Ink does the opposite.

The festival exists to elevate the state's indie authors, writers, screenwriters, poets, and small press publishers, and help bring their work to the world.



# Why Now / Market Fit

## The timing is right

**New Mexico's creative economy is receiving serious attention.** Funders and state-level organizations are actively looking for projects that invest in New Mexico's creative talent and cultural infrastructure.

**Sage & Ink is that project.** Specific, rooted in community, and built to actually do something, not sit in a room and applaud itself.

Participation consists of writers, authors, poets, and publishers with a New Mexico connection.

That focus isn't an accident. It keeps the mission sharp, creates real ownership from the people who live here, and makes the festival's purpose obvious for funders and partners.

**Sage & Ink isn't looking for polish or prestige. It's building energy and a creative scene before everyone knows about it: raw, artistic, a little defiant, and the kind of event people want to be part of from the start.**

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# The Solution: Two Events, One Festival

One festival, two cities, two purposes.

**The Block, Rio Rancho**

**Nov 7, 2026**

Free public marketplace

**Santa Fe**

**Spring/Fall 2027**

Advice & Support for Writers

A writer can engage with one or both, depending on where they are in their work. Together, the two events make Sage & Ink a statewide festival — not a Santa Fe arts-scene event, not an Albuquerque street fair, but something that dances between both.

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# Event 1: The Block, Rio Rancho

**November 7, 2026 — The Pilot**

A free, public marketplace day at The Block in Rio Rancho, co-hosted with indie bookstore Enchanted Books.

- Authors, publishers, and book groups table and sell directly to readers
- One or two panel discussions that actually say something
- Poetry from the stage, raw and live
- Shipping containers, food vendors, desert grit. Not a hotel ballroom.

This is the proof of concept: building community, bringing in our first cohort of New Mexico writers and publishers, and creating a track record for funders heading into 2027.





# Event 2: Santa Fe

## Spring/Fall 2027 – Support and Advice for Writers

Program\* includes:

- Informative panels: how to indie publish, books to screen, book marketing, etc
- Indie author awards
- Pitch competition
- Cover design critique
- One-on-one mentoring sessions
- Networking and relationship-building opportunities

This is career infrastructure for creatives serious about writing, not just a celebration. More details to come after November 7th.

*\*Subject to change.*

# Goals

## What Success Looks Like

### Rio Rancho/ABQ — November 7, 2026

- 15–25 NM authors, publishers, and book groups tabling
- 150+ public attendees
- Build a community base of 100+ for 2027 outreach
- Local press outreach

### Santa Fe — 2027

- 50–100 attendees
- Pitch competition
- Indie marketing and publishing clinics
- 1–2 funder/sponsor relationships converted into support







# Funding Strategy

## A Diversified, Sustainable Funding Approach

Sage & Ink Writers Festival is built on a mix of funding sources, not reliance on any single funder:

- **Grants** — City and state agencies, regional and local arts councils, microgrants for early-stage launch costs
  - **Corporate & Local Business Sponsorship** — partnerships with businesses supportive of, or aligned with, New Mexico's creative economy
  - **Earned Revenue** — tabling fees, vendor income, and (for Spring 2027) program/event fees
  - **Individual Donations** — through fiscal sponsorship, enabling tax-deductible giving
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# How You Can Participate

## Sponsor Levels for Nov 7 Event:

(Custom packages available)

- Presenting Sponsor - \$2,500      1 only
- Major Sponsor - \$1,500      2 available
- Supporting Sponsor - \$750      4 available
- Community Sponsor - \$250      Open



### Presenting Sponsor — \$2,500 (1 available)

- Logo featured as top sponsor on all event materials (flier, signage, website, social media)
- Verbal recognition from the stage during opening remarks
- Largest logo placement on the event's main banner
- Table or booth space at the event, if desired
- First right of refusal for Presenting Sponsor status at future Sage & Ink events

### Major Sponsor — \$1,500 (2 available)

- Logo on event signage and printed materials
- Verbal mention from the stage
- Table or booth space at the event, if desired
- Listed on event website

### Supporting Sponsor — \$750 (4 available)

- Logo on printed materials
- Listed on event website
- Name mentioned in event program (if one is printed)

### Community Sponsor — \$250 (open)

- Name listed on event signage
- Listed on event website





# Growth & Vision

## We're looking to:

- Expand to additional New Mexico cities
- Host monthly writers' salons between major events
- Eventually combine both events into one weekend or month
- Widen the reach to the Southwest while preserving a strong New Mexico identity
- Add local food, health, and wellness elements
- Include more art, artists, and creativity from New Mexico
- Launch a New Mexico Residency for the Written Word, developed with a state higher-education partner

**A successful festival lays the foundation for a permanent literary hub serving New Mexico's writers, publishers, and poets.**

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# Who's Behind It

## Founded and produced by Diane Hatz

An award-winning author and event producer, Diane organized TEDxManhattan across six years and five events, produced the Change Food Fest, and is the author of the four-book Mind Monsters series. She also publishes "A Writer's Life" on Substack.

### Key Collaborators to Date

- **Winston Malone** — Owner of Enchanted Books (Rio Rancho), founder of Storyletter XPress Publishing, and Rio Rancho/ABQ Coordinator
  - **Deborah Snyder** — Runs Synergetic Press in Santa Fe County, with forty years of experience publishing books and creating educational programs
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**Diane Hatz**





## **Something real is happening this November**

The Sage & Ink Writers Festival is specific, community-rooted, and already in motion. Please join us in building it.

**Contact:**

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**THANK YOU**