



SPONSORSHIP OPPORTUNITIES

Festival of Books Title Sponsor

Two-year commitment required. \$35,000 per year. Maximum of two sponsors.

Benefits include: Recognition at Festival of Books with prominent logo placement on printed Day-of Festival guide (10,000 printed), logo on 350 printed Festival t-shirts, and other print materials (when applicable), exhibitor booth at no charge, and mention from stage at Festival events in front of estimated 20,000 people. Sponsorship includes a ticket package for four major Bookmarks events of your choosing for six attendees; acknowledgement with logo placement on website, social media, and newsletter (circulation est. 5,500). Additional recognition includes mention at major Bookmarks events (approximately 10,000 attendees annually) with logo inclusion in printed materials (when applicable), banner placement and informational table placement on site (if desired), and verbal mention, when appropriate. Private presentation to your clients, employees, and/or constituents by a featured author (subject to author's availability).

Festival of Books Presenting Sponsor

Two-year commitment required. \$20,000 per year. Maximum of three sponsors.

Benefits include: Recognition at Festival of Books with logo placement at presenting level on Festival day-of print guide (10,000 printed), logo on 350 printed Festival t-shirts and print materials (when applicable), exhibitor booth at no charge. Additional benefit includes a ticket package for two major Bookmarks events of your choosing for four attendees, acknowledgement with logo placement on website, social media, and newsletter.

Festival of Books Sustaining Sponsor

\$10,000 per year. Maximum of six sponsors.

Benefits include: Recognition at Festival of Books with logo placement at major level on printed Day-of Festival guide (10,000 printed) and print materials (when applicable). Venue listed as "Venue Name Sponsored by Company Name" throughout Festival site and materials, and four complimentary tickets to Festival Kick-Off Party. Acknowledgement with logo placement on website, social media, and newsletter. Optional welcome at a Festival event.

Festival of Books Supporting Sponsor

Starting at \$7,500. Maximum of six sponsors.

Benefits include: Recognition at Festival of Books with logo placement at sustaining level on Festival day-of print guide (10,000 printed). Two complimentary tickets to Festival Kick-Off Party, and logo placement on website, social media, and newsletter.

Book with Purpose Title Sponsor

\$30,000 per year. Maximum of two sponsors.

Benefits include: Recognition at all Book with Purpose programs, online and in-person, (estimated 50) with prominent logo placement on program materials, physical presence (if applicable), and mention from stage. Sponsorship includes logo placement on website, social media, newsletter, and all printed signs and materials, including inside the Bookmarks bookstore. Commercial spot available prior to virtually aired programs, and bookplates printed with sponsor logo for donated books (estimated 3,500). Optional welcome from stage and distribution of promotional materials at Book with Purpose summer events.

Book with Purpose Presenting Sponsor

\$10,000 per year. Maximum of six sponsors.

Benefits include: Recognition with logo placement on printed and online materials, social media, website, and newsletter, as well as placement in the Bookmarks Bookstore. Promotional material placement at one Book with Purpose event of sponsor's choosing, and optional welcome at same event.

Movable Feast Title Sponsor

\$8,000 per year. Maximum of one sponsor.

Benefits include: Recognition at Movable Feast Event (audience est. 500) with logo placement on all digital and print materials. Event listed as "Bookmarks Presents the Annual Movable Feast with Support from Company Name." One complimentary table for Saturday and Sunday programs. Optional welcoming remarks before Saturday and Sunday events, and inclusion of promotional material in attendee bags.

Preface Party Title Sponsor

\$6,000 per year. Maximum of one sponsor.

Benefits include: Bookmarks' annual Preface Party celebrates the launch of the Festival and announcement of the author lineup, and is typically held mid-August (estimate audience 200). Sponsorship includes logo recognition on any event materials, online and printed, including Preface Party invitations (mailed to approximately 500). Logo placement on website, social media, and newsletter. Optional welcome remarks at the Preface Party from the stage and inclusion of marketing materials in attendees gift bags.

Bookmarks in Schools Sponsor

Starting at \$5,000. Unlimited Sponsorships available depending upon programming schedule.

Benefits include: Sponsorship of an author visit to a local school (K-12) including a book donation

for students impacted by the visit and the school library (estimated 25 schools and 10,000 students). Logo printed on bookplates for each donated book. Photo opportunities available as permitted.

Author Sponsor

Starting at \$2,500. Unlimited Sponsorships available depending upon programming schedule.

Benefits include: Sponsorship of an author at the annual Festival of Books, including recognition with logo placement at contributing level on Festival materials (when applicable) and name recognition whenever sponsored author is listed and presented as "Author Presented with Support from (Company name)." Opportunity to provide the author introduction.

Additional specialized sponsor opportunities can be provided upon request, including sponsoring author events held at the Bookmarks bookstore, book donations to schools and outreach partners, Jump at the Sun curriculum building book donations, and more.

For more information, contact: Jamie Rogers Southern, Interim Executive Director at (336) 747-1471 x 1002 or jamie@bookmarksnc.org.