



Bookmarks is a literary arts nonprofit that cultivates community by bringing people of all ages together with books and authors who educate, inspire, challenge, and entertain.

We imagine a community where the power of the book brings forth connection and belonging for every person.

2023  
SPONSORSHIP  
OPPORTUNITIES

## IMPACT WITH PURPOSE

**6,179** books were donated to schools & community groups for a total value of **\$80,963**

**965** hours were donated by Bookmarks volunteers **\$17,799** was saved by schools & nonprofits on books ordered from Bookmarks

**21** schools had author visits impacting **1,194** K-12 students

Bookmarks collaborated with

**41** schools and **65** nonprofits and businesses

**140** authors were hosted in **116** free events

*\*Annual stats from 2021*

We believe that the key to community is collaboration and support. Every sponsor is listed in our annual report and on our website. They receive regular mentions and shoutouts on social media and we help promote their programming when possible. Preferred vendor information is on display at the bookstore and coming soon to the Bookmarks website. Individual sponsor packages are available upon request.

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**BOOKMARKS**  
— BOOKS WITH PURPOSE —

# FESTIVAL OF BOOKS & AUTHORS

Held annually on the last full weekend in September (September 21-23, 2023), the Bookmarks Festival is the largest annual book festival in the Carolinas. Drawing **20,000 attendees** to the Saturday festival in 2022, the festival is also the largest celebration of the literary arts in Winston-Salem. Attendees regularly come from approximately **15 states** and **50% of NC counties**, and the program is filled with award-winning and bestselling authors from around the world. Past authors include: Neil deGrasse Tyson, John Grisham, Idina Menzel, RL Stine, Diana Gabaldon, Dav Pilkey, Sandra Cisneros, Taylor Jenkins Reid, Lauren Groff, Julia Alvarez, Colson Whitehead, Yusef Salaam, and many more.

All sponsors receive the following benefits: logo placement on website year-round, logo placement in annual report, social media and newsletter mention, other printed materials as available.

Each sponsor package is tailored to fit the sponsor's needs. Complete details available upon request.

	Full page ad in preview program	Logo on Festival Poster	Venue Naming Rights	Logo on t-shirt (400)	Exhibitor Booth	Ticket Package	Day-of Guide (12,000)
<b>TITLE</b> <b>\$25,000</b> <i>Maximum of 2</i>	✓	✓	✓	✓	✓	✓	✓
<b>PRESENTING</b> <b>\$15,000</b> <i>Maximum of 5</i>		✓	✓	✓	✓	✓	✓
<b>SUSTAINING</b> <b>\$10,000</b> <i>Maximum of 6</i>			✓*	✓	✓	✓	✓
<i>*If available after Title and Presenting Sponsors have claimed venues</i>							
<b>SUPPORTING</b> <b>\$7,500</b> <i>Maximum of 8</i>				✓	✓	✓	✓
<b>PROVIDING</b> <b>\$5,000</b> <i>Maximum of 10</i>					✓*	✓	✓
<i>*booth available at reduced rate</i>							
<b>CONTRIBUTING</b> <b>\$2,500</b>						✓	✓

## MOVABLE FEAST

The annual Movable Feast weekend is held in January or February each year. An evening event is held on Saturday night inclusive of a reception and book signing with all 25 authors. Sunday afternoon's event is held in a speed dating format with each table receiving a visit from an author for 10 minutes before they rotate to the next table. Each table is visited by a total of ten authors throughout the course of the event. This is an incredibly popular event that has sold out for ten years straight! The 11th annual Movable Feast weekend will be held February 4-5, 2023.

### TITLE SPONSOR

*\$8,000. Maximum of 1.*

Benefits include: Recognition at Movable Feast Event 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.

### TABLE SPONSOR

*\$700. Maximum of 8.*

Benefits include: Sponsorship of a table at the annual Sunday Movable Feast event, including recognition with logo placement on event materials and marketing digital and print. Recognition from the stage at the event and inclusion of company materials in attendee bags (200).

## BOOK WITH PURPOSE

The Book with Purpose program is a summer initiative that aims to unite the Winston-Salem community in themed book discussions for all ages. The program began in 2021 with the theme of antiracism and was followed in 2022 with the theme of mental health awareness. Bookmarks collaborates with approximately 40 community organizations to connect people from all walks of life in meaningful dialogue about tough topics. Between 4,000-5,000 books are donated each year through this program to Winston-Salem/Forsyth County Schools, libraries, and other public and private community groups. The theme for 2023 will be announced in January and the program will kick off in May and run through the annual book festival.

### TITLE SPONSOR

*\$15,000. Maximum of 2.*

Benefits include: Recognition at all Book with Purpose programs, online and in-person, 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. Bookplates printed with sponsor logo for donated books. Optional welcome from stage and distribution of promotional materials at Book with Purpose summer events.

### PRESENTING SPONSOR

*\$5,000. Maximum of 4.*

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.

## SCHOOL INITIATIVES

Bookmarks has many ongoing outreach initiatives focused on supporting our local schools, including:

- **Bookmarks in Schools:** Many schools do not have funds to bring authors into their schools, so Bookmarks covers the cost for them. Authors speak on a range of topics depending on the curriculum and need in the school. Bookmarks handles all logistics, and most visits include a book donation to the school as well.
- **Field Trips:** Many children in our community have never visited a bookstore. Many families in our community do not have books in their homes. Bookmarks is working to increase access to books every day and one way we do that is through providing free field trips to school groups. Classes visit Bookmarks to learn about how a book is made or hear from an author for a storytime (depending on the age level); they get to shop for books and talk to our knowledgeable staff to find the right fit, and then they get to purchase two books for free to take home and one book that will go to their school library. The school's librarian also receives a \$500 gift card to use for purchasing books for their school library. Bookmarks also covers the cost of the bus and bus driver, and either breakfast or lunch for the students.

### BOOKMARKS IN SCHOOLS SPONSOR

*Starting at \$3,500.*

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.

### FIELD TRIP SPONSOR

*Starting at \$3,500.*

Benefits include: Sponsors receive their logo printed on bookplates for each donated book. Photo opportunities available as permitted.