

10th Annual

# The 2018 Children's BOOK FESTIVAL

O F J O H N S T O W N

## Sponsorship Levels

*Each level notes the amount that is deductible from your taxes.*

### **Laura Numeroff: Author's Circle - \$5,000** (\$4,750 is tax deductible) - 1 AVAILABLE

*As the Laura Numeroff: Author's Circle Sponsor, you'll enjoy:*

- Title naming rights to the event: "\_\_\_\_\_ presents the Children's Book Festival of Johnstown"
- Four complimentary (4) tickets to the Saturday Night Author Talk – includes presentation and heavy hors d'oeuvres
- Exclusive sponsorship for all of Laura Numeroff's presentations and signage
- Opportunity to choose a "spokesperson" to welcome festival goers and introduce Laura Numeroff before her presentations (one Saturday 4/7, one Sunday 4/8)
- Opportunity to choose a "spokesperson" to address festival at the main stage area and announce the start of Laura Numeroff's book signing hour
- Opportunity to utilize a vendor space at the festival near Laura Numeroff's author table to:
  - Promote products/services, introduce staff, meet thousands of children and families
  - Distribute literature, catalogs, business cards, brochures
  - Conduct contests, raffles, prize giveaways (all must be FREE of CHARGE to enter)
  - Gather demographic information; collect contact information from visitors who voluntarily choose to share
  - Conduct surveys with visitors willing to voluntarily engage in the process
  - Display products, staff the display, and demonstrate products/services
  - Distribute promotional items to fans (pens, mugs, t-shirts, etc.)
- Logo displayed on all event flyers distributed and marketed through the region prior to the festival
- Logo displayed on all promotional posters distributed and marketed through the region prior to festival
- Recognition at the festival with logo on festival banner displayed at main stage area
- Company/Organization Banner prominently displayed at festival
- Logo on all printed materials, news releases, festival page on The Learning Lamp's website and social media (Facebook & Twitter) to promote involvement
- Photos of all your company employees emailed within 5 days of festival conclusion
- Five (5) signed books from Festival headlining authors



### **Kenn Nesbitt: First Edition- \$2,500** (\$2,300 is tax deductible) - 1 AVAILABLE

*As the Kenn Nesbitt: First Edition Sponsor, you'll enjoy:*

- Two complimentary (2) tickets to the Saturday Night Author Talk – includes presentation and heavy hors d'oeuvres
- Exclusive sponsorship for all of Kenn Nesbitt's presentations and signage
- Opportunity to welcome festival goers and introduce Kenn Nesbitt before his presentations (one Saturday 4/7, one Sunday 4/8)
- Opportunity to speak at the festival at main stage area and announce the start of Kenn Nesbitt's book signing hour (one Saturday 4/7, one Sunday 4/8)
- Opportunity to utilize a vendor space at the festival:
  - Promote products/services, introduce staff, meet thousands of children and families
  - Distribute literature, catalogs, business cards, brochures
  - Conduct contests, raffles, prize giveaways (all must be FREE of CHARGE to enter)
  - Gather demographic information; collect contact information from visitors who voluntarily choose to share
  - Conduct surveys with visitors willing to voluntarily engage in the process
  - Display products, staff the display, and demonstrate products/services
  - Distribute promotional items to fans (pens, mugs, t-shirts, etc.)
- Logo displayed on all event flyers distributed and marketed through the region prior to the festival
- Logo displayed on all promotional posters distributed and marketed through the region prior to festival
- Recognition at the festival with logo on festival banner displayed at main stage area
- Company/Organization Banner prominently displayed at festival
- Logo on all printed materials, news releases, festival page on The Learning Lamp's website and social media (Facebook & Twitter) to promote involvement
- Photos of all your company employees emailed within 5 days of festival conclusion
- Two (2) signed books from Festival headlining authors



# 2018 Sponsorship Levels

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## Bestseller- \$1,000 (\$750 is tax deductible) - 3 AVAILABLE

As a Bestseller Sponsor, you'll enjoy:

- One (1) ticket to the Saturday Night Author Talk – includes presentation and heavy hors d'oeuvres
- Exclusive sponsorship of specific festival space – choose from one of the following: Kids' Craft Area, Used Book Sale Area or Bookmark Contest
- Opportunity to utilize a vendor space at the festival near the area you are sponsoring:
  - Promote products/services, introduce staff, meet thousands of children and families
  - Distribute literature, catalogs, business cards, brochures
  - Conduct contests, raffles, prize giveaways (all must be FREE of CHARGE to enter)
  - Gather demographic information; collect contact information from visitors who voluntarily choose to share
  - Conduct surveys with visitors willing to voluntarily engage in the process
  - Display products, staff the display, and demonstrate products/services
  - Distribute promotional items to fans (pens, mugs, t-shirts, etc.)
- Recognition at the festival with logo on festival banner displayed at main stage area
- Logo on news releases
- One (1) signed book from Festival headlining authors



## Collector's Edition- \$750 (\$625 is tax deductible)

As a Collector's Edition Sponsor, you'll enjoy:

- Recognition at the festival with logo on festival banner displayed at main stage area
- Opportunity to utilize a vendor space at the festival on either Saturday 4/7 or Sunday 4/8 :
  - Promote products/services, introduce staff, meet thousands of children and families
  - Distribute literature, catalogs, business cards, brochures
  - Conduct contests, raffles, prize giveaways (all must be FREE of CHARGE to enter)
  - Gather demographic information; collect contact information from visitors who voluntarily choose to share
  - Conduct surveys with visitors willing to voluntarily engage in the process
  - Display products, staff the display, and demonstrate products/services
  - Distribute promotional items to fans (pens, mugs, t-shirts, etc.)
- One (1) signed book from Festival headlining authors
- Five (5) Children's Book Festival t-shirts

## Leather Bound- \$500 (\$430 is tax deductible)

As a Leather Bound Sponsor, you'll enjoy:

- Recognition at the festival with logo on festival banner displayed at main stage area
- One (1) signed book from Festival headlining authors
- Four (4) Children's Book Festival t-shirts



## Hardcover- \$250 (\$220 is tax deductible)

As a Hardcover Sponsor, you'll enjoy:

- Recognition at the festival with name displayed on table tent insert at main stage area
- Two (2) Children's Book Festival t-shirts

## Paperback– Up to \$100 (100% is tax deductible)

As a Paperback Sponsor, you'll enjoy:

- Recognition at the festival with name displayed on table tent insert at main stage area

**Please complete the enclosed form and return it with your contribution to:** The Learning Lamp, 2025 Bedford Street, Johnstown, PA 15904.

Checks should be made payable to *The Learning Lamp*.

All logos should be high resolution and may be in color or black and white. **Please email files to Kerri Belardi, festival coordinator, at [kbelardi@thelearninglamp.org](mailto:kbelardi@thelearninglamp.org) by Friday, March 16.**

The Children's Book Festival of Johnstown is grateful to its grant funding partners:

