



MID-SOUTH BOOK FESTIVAL

Sponsorship Opportunities

Mid-South Book Festival is Memphis's premier celebration of literary arts. Free and open to the public, this multi-day cultural festival features presentations from best-selling authors, stimulating speaker panels, writing workshops, book signings, book readings, children's activities, roving musical and theatrical performances, and more. With a healthy mix of local and national talent, there is truly something for everyone to enjoy at Mid-South Book Festival. Presented by Literacy Mid-South, the festival plays a major role in the organization's mission of creating a community actively engaged in continuous learning.

Mid-South Book Festival garners major media attention, and attracts an extremely diverse audience of 5,000+ Mid-Southerners throughout the course of the festival. Your generous sponsorship keeps Mid-South Book Festival free and open to the public! For more information, please visit www.midsouthbookfest.org.

Signature Sponsor - \$15,000

- Presenting sponsor status; company's name incorporated into the Book Fest name
- Company logo on all advertising and marketing materials, including the Book Fest website and festival banners, posters, programs, postcards, and merchandise
- Company name and logo in Book Fest promotional emails (sent to 4,070+)
- Company name and logo mentions on social media, with links to your page (3,570+ Facebook likes and 2,420+ Twitter followers)
- Company name mentioned in all radio and television promotional appearances
- 10 complimentary tickets to the exclusive Author's Reception
- Volunteer opportunities for company employees



Author's Reception Sponsor - \$7,500

- 🎧 Company's name incorporated into the Author's Reception event name
- 🎧 Company logo on all advertising and marketing materials, including the Book Fest website and festival banners, posters, programs, postcards, and merchandise
- 🎧 Company name and logo in Book Fest promotional emails (sent to 4,070+)
- 🎧 Company name and logo mentions on social media, with links to your page (3,570+ Facebook likes and 2,420+ Twitter followers)
- 🎧 Company name mentioned in all radio and television promotional appearances
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- 🎧 Volunteer opportunities for company employees

Mid-South Book Festival Sponsor - \$5,000

- 🎧 Company logo on all advertising and marketing materials, including the Book Fest website and festival banners, posters, programs, postcards, and merchandise
- 🎧 Company name and logo in Book Fest promotional emails (sent to 4,070+)
- 🎧 Company name and logo mentions on social media, with links to your page (3,570+ Facebook likes and 2,420+ Twitter followers)
- 🎧 Company name mentioned in all radio and television promotional appearances
- 🎧 Volunteer opportunities for company employees

Author's Presentation Sponsor - \$2,500

- 🎧 Naming rights of one author's presentation; company rep to serve as moderator
- 🎧 Company logo on marketing materials, including the Book Fest website and festival banners, posters, programs, and postcards
- 🎧 Company name and logo in Book Fest promotional emails (sent to 4,070+)
- 🎧 Company name and logo mentions on social media, with links to your page (3,570+ Facebook likes and 2,420+ Twitter followers)
- 🎧 Volunteer opportunities for company employees



Panel Session Sponsor - \$1,500

- 🌐 Naming rights of one panel session; company rep to serve as moderator
- 🌐 Company logo on marketing materials, including the Book Fest website and festival banners, posters, programs, and postcards
- 🌐 Company name and logo in Book Fest promotional emails (sent to 4,070+)
- 🌐 Company name and logo mentions on social media, with links to your page (3,570+ Facebook likes and 2,420+ Twitter followers)
- 🌐 Volunteer opportunities for company employees

Children's Activity Area Sponsor - \$1,000

- 🌐 Naming rights of the Children's Activity Area
- 🌐 Company logo on marketing materials, including the Book Fest website and festival banners, posters, programs, and postcards
- 🌐 Company name and logo in Book Fest promotional emails (sent to 4,070+)
- 🌐 Company name and logo mentions on social media, with links to your page (3,570+ Facebook likes and 2,420+ Twitter followers)
- 🌐 Volunteer opportunities for company employees

Friend of Mid-South Book Festival - \$500

- 🌐 Company name on marketing materials, including the Book Fest website and festival posters, programs, and postcards
- 🌐 Volunteer opportunities for company employees





**MID-SOUTH
BOOK
FESTIVAL**

Sponsor Information Sheet

Company/Organization: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Sponsorship Level:

____ Signature	\$15,000
____ Author's Reception	\$7,500
____ Mid-South Book Festival	\$5,000
____ Author's Presentation	\$2,500
____ Panel Session	\$1,500
____ Children's Activity Area	\$1,000
____ Friend of Mid-South Book Festival	\$500

Make checks payable to:

Literacy Mid-South
Attn: Mid-South Book Festival
P.O. Box 11229
Memphis, TN 38111-1229

To pay by credit card:

Please call Heather Nordtvedt
at 901.601.9692.

Please note there is only one opportunity available for Signature, Author's Reception, and Children's Activity Area sponsorships.

The sponsorship print deadline is June 30, 2015.

For more information, please contact Heather Nordtvedt, Director of Development, at 901.601.9692 or heather@literacymidsouth.org.

