

## Marketing Opportunities SPONSORSHIP, EXHIBITION, AND ADVERTISING (\$5)

### THE ANNUAL WESTCHESTER & ROCKLAND AFRICAN AMERICAN BOOK FESTIVAL MAY 14 - 15, 2010



The African American Chamber of Commerce in 2009 to present the WESTCHESTER & ROCKLAND AFRICAN AMERICAN BOOK FESTIVAL in the Lower Hudson Valley. The WESTCHESTER & ROCKLAND AFRICAN AMERICAN BOOK FESTIVAL is designed to:

- To broaden access for family literacy and literature awareness by putting more books into more readers hands, literature programs, and parent-support events.
- To help develop and identify new reader and youth markets
- To develop relationships with publishers and literacy advocates throughout the world.
- To expand branding and affinity opportunities to the African American and Latino family market.
- To expand and institutionalize the WestRock Book Festival as world-class literature and literacy events.
- In tandem with its literacy mission, the Book Fair has actively supported the community.
- Affiliates with various community organizations, to more widely promote literacy.

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## Marketing Opportunities

### SPONSORSHIP, EXHIBITION, AND ADVERTISING (\$5)

# THE ANNUAL WESTCHESTER & ROCKLAND AFRICAN AMERICAN BOOK FESTIVAL

## SPONSORS PACKAGES

### UNDERWRITER: \$15,000

- Corporate table; choice seating for 20 at the VIP Opening Reception
- Sponsor package benefits
- 20 x 30 feet corner display space at the Book Festival

### SPONSOR: \$10,000

- Corporate table; choice seating for 10 at the VIP Opening Reception
- Crystal plaque recognizing company as a sponsor
- Listing as a Sponsor on invitations and press releases
- Podium mention
- Prominent placement of company banner
- Prominent placement of company logo on event banner
- Photo with keynote speaker
- Product distribution in gift bags
- Prominent product placement at event
- 20 x 20 feet display space at the Book Festival

### BENEFACTOR: \$5,000

- Corporate table; prominent seating for 10 at the VIP Opening Reception
- Listing as a Benefactor on invitations and all press releases
- Podium mention as a Benefactor
- Prominent placement of company banner
- Prominent placement of company logo on event banner
- Product distribution in gift bags
- 20 x 10 feet display space at the Book Festival

### SUPPORTER: \$3,000

- Corporate table; select seating for 8 at the VIP Opening Reception
- Listing as a Supporter on invitations and press releases
- Podium mention as a Supporter
- Company logo on event banner
- Product distribution in gift bags
- 10 x 10 feet display space at the Book Festival

### COCKTAIL RECEPTION SUPPORTER: \$2,000

- Corporate table for 8 at the VIP Opening Reception
- Listing as a Reception Supporter on invitations and press releases
- Company logo on event banner
- 10 x 10 feet display space at the Book Festival

### CORPORATE TABLE: \$TBD

- Corporate table for 8 at the VIP Opening Reception

**Note:** To insure your company name is included in the West/Rock Book Fair invitations and brochures, we will need confirmation of your participation as a Sponsor by **November 13, 2009**.