



# BOOK SALE

## 2011 Sponsorship Opportunities

<b>Author</b>	<b>\$3,000</b>
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- \* Name and/or logo on all signage used during the 11 day run of sale
- \* Name and/or logo on all communication pieces related to the sale including fliers posted throughout the community, postcards mailed to 450 households and newsletters to 450 households
- \* Name and/or logo on a bookmark inserted into every order at check out during the 11 day run of the sale (anticipated number of transactions: 500)
- \* Opportunity to distribute information to shoppers at the sale (method to be agreed upon at least 3 weeks prior to first day of the sale)
- \* Prominent recognition on the Center's website for the months leading up to the sale and at least 3 months after the event
- \* Prominent recognition in a newsletter article recapping the sale
- \* Prominent recognition in one press release prior to the sale and one after the sale
- \* Bi-weekly mentions on the Center's FaceBook page
- \* Bi-weekly mentions in "tweets" via the Center's Twitter account
- \* Recognition in the Center's annual report

<b>Publisher</b>	<b>\$1,500</b>
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<b>Bookworm</b>	<b>\$ 500</b>
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- \* Recognition on the Center's website for the months leading up to the sale and at least 3 months after the event
- \* Recognition in a newsletter article recapping the sale
- \* Recognition in one press release prior to the sale and one after the sale
- \* Recognition in the Center's annual report