



**JUNIOR LEAGUE OF RICHMOND**  
Women building better communities®



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## **Junior League of Richmond 67<sup>th</sup> Book & Author Dinner**

*May 1, 2012*

### **General Information**

This year marks the Junior League of Richmond's 67<sup>th</sup> Book & Author Dinner, the oldest such event in the nation. For 45 years, Miller & Rhoads provided the underwriting and organizational help for the dinner, which was held in its well known Tea Room. The Dinner has evolved and in its 67<sup>th</sup> year is scheduled for Tuesday, May 1, 2012 at 7:00 p.m. at the Greater Richmond Convention Center. Last year more than 1,000 guests attended.

Each year, six authors are carefully selected to present their latest works. At least one debut author is invited as well as writers of both fiction and non-fiction. Some of the authors who have been featured at Book & Author Dinner over the years include Bennet Cerf, Robert Frost, James Dickey, Irving Stone, Anne Rivers Siddons, Pat Conroy, Arthur Hailey, John Jakes, Calvin Trillin, Helen Hayes, Kaye Gibbons, Mary Higgins Clarke, Rita Dove, Christopher Buckley, John Berendt, Rebecca Wells, Katharine Graham, Sally Bedell Smith, David Balducci, Iris Rainer Dart, Tom Friedman, Alice McDermott, Robert Novak, Helen Thomas, Lee Smith, Howell Raines, Luis Urrea and James Swanson.

The Program features a diverse panel of writers. The authors discuss their new books and entertain the audience of book lovers with literary wit and wisdom. First edition books are available to purchase at the dinner. Guests then have the opportunity to meet the authors and have their books autographed at a reception following the dinner.

The Junior League of Richmond is a non-profit organization of women committed to improving the Richmond community through volunteerism. The proceeds from the Book & Author Dinner support the Junior League's mission of developing the potential of women to support our community and its community outreach programs targeting under-served children and families in the greater Richmond area. In 2012, the Junior League will begin providing its 86<sup>th</sup> year of providing volunteer services in our community.

*The Junior League of Richmond is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. The Junior League of Richmond reaches out to women of all races, religious and national origins who demonstrate and interest in, and commitment to, voluntarism.*



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**Corporate Sponsorship Opportunities**

All giving levels include the following:

- Corporate name recognition in the program & other program materials
- Recognition in Dinner audio visual presentation
- Preferred seating
- Wine with dinner
- Parking in GRCC deck for complimentary guests

**Paul Duke Circle - \$10,000**

- ❖ Naming Opportunity
- ❖ One (1) table for ten (10) at Dinner
- ❖ Twenty (20) autographed books of choice
- ❖ Ten (10) invitations to Author Cocktail Reception prior to Dinner
- ❖ Two (2) guests to the Luncheon on the Day of the Event
- ❖ Prominent Spotlight in the audio visual presentation
- ❖ High visibility in all print and electronic media
- ❖ Name Recognition on banner above speakers
- ❖ Quarter Page (1/4) Ad in JLR's membership publication - *Catalyst* (circulation 1400)
- ❖ Half Page (1/2) Recognition Ad in the Book & Author Dinner Program
- ❖ Feature recognition in JLR Social Media
- ❖ Logo on [www.jlrichmond.org](http://www.jlrichmond.org)

**Author's Circle - \$5,000**

- ❖ One (1) table for ten (10) at Dinner
- ❖ Ten (10) autographed books of choice
- ❖ Ten (10) invitations to Author Cocktail Reception prior to Dinner
- ❖ Spotlight in audio visual presentation
- ❖ Quarter Page (1/4) Ad in n JLR's membership publication - *Catalyst* (circulation 1400)
- ❖ Quarter Page (1/2) Ad in the Book & Author Dinner Program
- ❖ Recognition in JLR Social Media
- ❖ Name Recognition on [www. Jlrichmond.org](http://www.Jlrichmond.org)

**Robert Frost Circle - \$2,750**

- ❖ One (1) table for ten (10) at Dinner
- ❖ Ten (10) autographed books of choice
- ❖ Ten (10) invitations to Author Cocktail Reception prior to Dinner
- ❖ Company mention in Media Presentation

**Peter Davison Circle - \$1,750**

- ❖ One (1) table for ten (10) at Dinner
- ❖ Ten (10) autographed books
- ❖ Presence in Media presentation

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**Corporate Sponsorship**  
**Commitment Form**

The Junior League of Richmond thanks you for your generous support of its many Richmond community programs through your partnership with the 67<sup>th</sup> Annual Book & Author Dinner at the level indicated below:

- Paul Duke Circle \$10,000
- Author's Circle \$5,000
- Robert Frost Circle \$2,750
- Peter Davison Circle \$1,750

**Program Ad Sales Levels**

\_\_\_\_\_ I cannot serve as a sponsor but would like to advertise in the program!

- ¼ Page \$125
- ½ Page \$250
- Full Page \$500

Sponsor's Name (as it should appear in the program)

\_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

**Method of payment:**

- Check (enclosed)
- Send invoice to:

*(Checks should be made payable to the Junior League of Richmond. Organization Tax ID # 54-0519575)*

**Please return this agreement to:**

Junior League of Richmond  
Attn: Book & Author Dinner  
205 W. Franklin Street  
Richmond, VA 23220  
**Fax: 804-643-4887**

**For more information contact:**

Suzannah Stora  
Director  
804-643-4886 x13

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## Organizational Overview

The Junior League of Richmond is an organization committed to positive change in the Richmond community, and built on the idea that this change is possible by developing the potential of women. As an organization with nearly 1,200 active volunteer members from the Richmond area, the Junior League of Richmond has an extraordinary capacity to make a difference on the local level. In fiscal year 2009 alone, League members contributed over 30,000 hours of service. This organization strives to make Richmond a better place for its children and families today, and helps empower its members to become vehicles for change well into the future.

All members of the Junior League of Richmond pay annual dues, which cover some of the administrative costs associated with preparing those members for their volunteer duties. The League also depends largely on individual donations and corporate contributions to facilitate much of their programmatic efforts. Programs that greatly benefit Richmond children, such as *Kids in the Kitchen*, *Good Sports*, *Families First*, and *Touch a Truck*, would not be possible without substantial private funding.

As you are a vital part of the Richmond business community, the Junior League of Richmond would be honored to have the opportunity to partner with you in this important work. Your support would not only benefit local children and families in the Richmond area, but would also help build a future network of trained and committed volunteers to support those most in need in the years to come. By contributing to the League, your commitment to the health of the Richmond area would be evident to the 1,200 members of the Junior League of Richmond, the League's many friends in the Richmond business community, and the thousands of families and children who benefit directly from the League's volunteers and initiatives.

In addition to meeting the needs of some of Richmond's most underserved populations, the Junior League of Richmond is creating an army of knowledgeable, connected, and fully trained women, ready to take on the challenges of building a healthier community. Supporting the League is a great way to invest in the future strength of our wonderful city.

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## Highlights of Community Service and Impact 2010-2011

- 1,114 Junior League of Richmond members served the Richmond community and contributed over 30,000 hours of service.
- Over 300 elementary and middle school students, teachers and parents attended the **7<sup>th</sup> Annual Junior Book & Author** event featuring Author Kate Klise. In addition, over 1,300 elementary and middle school students enjoyed individual school district visits and presentations as well as participating in our Chat 'n' Chew sessions led by our JLR volunteers prior to the event.
- More than 2,500 children and families enjoyed the 5th annual **Touch a Truck** event, a hands-on opportunity to explore construction trucks, buses and heavy machinery while meeting the people who build, protect, and serve the Richmond community. The event was moved to the Richmond International Raceway for the 1<sup>st</sup> time, ensuring that the event attendance can reach even more families and those in our Community Impact area, the East End of Richmond. **Touch a Truck** raised over \$20,000 for the community.
- JLR initiated 62 **Done-in-a-Day** community outreach projects with several new partners and at least one East End initiative per month.
- 250 children and 250 adults participated from Richmond City schools and community centers in our **Literacy Through Art Outreach** program where art and books are brought together. 220 books were provided to attendees.
- 300 children and their families attended **Kids in the Kitchen** where they learned about nutrition, physical activity and healthy living. JLR provided 225 cookbooks to families.
- 125 children were served over 4 nights of back-to-school shopping through JLR's partnership with **YMCA Bright Beginnings**.
- 50 families through six community athletic programs held at Peter Paul Development Center participated in **Good Sports**, a program aimed at character development through sports.
- 150 people attended **Families First** events at Southside Child Development Center, Redd Elementary School, Peter Paul Development Center and Woodville Elementary Schools. The children's programs focused on interactive activities on healthy eating, dental care, arts and crafts and fun, educational games. The adult programs focused on healthy eating, health care options, education and positive parenting.
- **The New Member class** completed three Community projects for the Peter Paul Development Center. 90 Coats, 100 Christmas stockings and Food for over 85 children were collected and distributed.
- **The Sustainer Doers** provided enrichment activities for 75 children at Southside Child Development Center. They also supported teachers and staff at Christmas staff luncheons, a full week of treats and lunches during Teacher Appreciation week. Provided dinner and bingo for 40 Fan Free Clinic clients, collected donations for their food pantry, painted several rooms, and packed up their library.

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