The Junior League of Richmond's 76th Annual Book & Author Event

VIRTUAL

The evening of Thursday, April 29, 2021
THANK YOU TO OUR 2020 SPONSORS

Presenting Sponsor ($25,000)
Dominion Energy

Mayo Carter Circle ($2,500)
CBS 6
Commonwise Home Care
KPMG LLP
McGuire Woods LLP
Richmond Times-Dispatch
Sonabank

Writer’s Circle ($1,200)
Blue Edge Capital, LLC
New Market Foundation
Troutman Sanders LLP

Reader’s Circle ($600)
Janet Brown Interiors
Crouch Family Giving Fund
Towne Bank

JUNIOR LEAGUE OF RICHMOND
OVER 700 ATTENDEES IN 2020

Despite the pivot to a virtual event, Book & Author enjoyed unprecedented successes with its new ability to reach attendees not just locally, but around the country from the comfort of their homes!

OVER $52,000 RAISED IN 2020

Last year’s event raised over $52,000 to support the Junior League’s mission of promoting voluntarism, developing the potential of women, and improving the community.

76th ANNUAL
THE LONGEST RUNNING
EVENT OF ITS KIND

Since the end of World War II, Richmonders have gathered in the spring to celebrate the love of reading and the tradition of writing. Born of a creative partnership between the Junior League of Richmond and Miller & Rhoads in 1947, the best and the brightest of the literary world descend on Richmond each year for the Book & Author Event, where they discuss their creative process, inspirations, and latest best-sellers. Year after year, the event draws sellout crowds, leading it to become the longest running event of its kind in the country. Last year, due to the COVID-19 pandemic, the event took place virtually for the first time and will be virtual in 2021, as well, due to continuing health concerns.

ABOUT BOOK & AUTHOR

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Junior League of Richmond
Tax ID # 54-0519575
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<th>BENEFITS</th>
<th>$25,000</th>
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<th>IN KIND</th>
<th>MEDIA</th>
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<tbody>
<tr>
<td>Designation on all event materials</td>
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<td>Premium Feature During Virtual Event</td>
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<td>Recognition in JLR Annual Report &amp; Invitation to Donor Party</td>
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The Junior League of Richmond looks forward to your participation in the Virtual Book & Author event on April 29, 2021!

SPONSOR DETAILS

- Virtual Event Date and Time: Approximately 6:30pm, April 29, 2021. Exact time to be determined.
- Virtual event format.
- To guarantee listing in pre-event marketing materials, return Commitment Form & payment by March 1, 2021.
- If applicable to your sponsorship package, JLR will contact you in advance regarding event tickets for your guests.
- Sponsors grant permission to JLR to take photographs or record videos of vendor and/or display during the event for the strict purpose of promotion and publicity of the event and/or JLR.
- For the first time, JLR is pleased to offer Book & Author Sponsors the opportunity to cross promote their business by also attending the JLR Unstoppable Women Leadership Breakfast at certain Sponsorship Levels.

- Additional Details not listed on the Sponsorship and Benefits Page for each Sponsorship Level.
  - Author’s Circle - $5,000 Sponsorship
    - The choice of:
      - 40 virtual tickets and 2 sets of signed books OR
      - 40 virtual tickets and 15 Unstoppable Women Leadership Breakfast tickets
  - Mayo Carter Circle - $2,500 Sponsorship
    - The choice of:
      - 25 event tickets and 1 set of signed books OR
      - 25 event tickets and 10 Unstopabble Women Leadership Breakfast tickets
  - Leadership Circle - $1,000 level
    - 10 event tickets
  - Reader’s Circle - $500 level
    - 5 event tickets

Due to the event’s virtual nature, JLR hopes to offer for purchase a limited number of Party Boxes to local Richmond attendees for curbside pickup/delivery. Additional details to follow; however, please let us know if you are interested in participating in this exciting endeavor!
Please indicate your sponsorship level below and provide all requested information no later than March 1, 2021 to ensure receipt of benefits related to pre-event marketing. If you wish to order additional amenities, please note them below.

This form is now available for online submission. Please visit our website or contact bookandauthor@jlrichmond.org to receive the link to the online form.

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<tr>
<th>Available Sponsorship &amp; Participation Levels</th>
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<tr>
<td>$5,000 Author's Circle</td>
<td>Party Box Vendor</td>
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<td>$2,500 Mayo Carter Circle</td>
<td>Media Partnership</td>
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<td>$1,000 Leadership Circle</td>
<td>In-Kind Donation</td>
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<td>$500 Reader's Circle</td>
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Total Contribution

Please return form with payment to:
Junior League of Richmond
2605 W. Cary Street, Richmond, VA 23220
804.643.4886

For more information, contact:
Deanna Hathaway, Chair
bookandauthor@jlrichmond.org
804.516.6142

www.bookandauthorevent.org