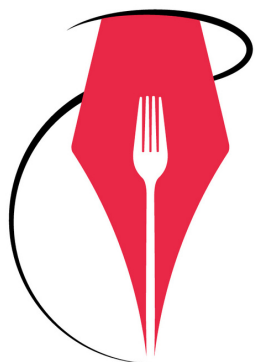


# **The Junior League of Richmond's 76th Annual Book & Author Event *VIRTUAL***

**The evening of  
Thursday,  
April 29, 2021**



— THE JUNIOR LEAGUE OF RICHMOND —  
**BOOK & AUTHOR**  
— EVENT —



**JUNIOR LEAGUE OF  
RICHMOND**



# 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**

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## ABOUT BOOK & AUTHOR

# 76th ANNUAL THE LONGEST RUNNING EVENT OF ITS KIND

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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.

## OVER 700 ATTENDEES IN 2020

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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

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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.

# SPONSORSHIP & PARTNER BENEFITS

**BOOK & AUTHOR VIRTUAL EVENT - APRIL 29, 2021**

BENEFITS	\$25,000	\$5,000	\$2,500	\$1,000	\$500	IN KIND	MEDIA
Designation on all event materials							
Premium Feature During Virtual Event							
Logo on Posters, flyers, & media marketing							
Option for Tickets to JLR Leadership Breakfast							
Social Media Feature							
Complimentary Event Tickets							
Recognition in JLR Annual Report & Invitation to Donor Party							
Recognition on Event Website							
Day of Event Publicity							



# VIRTUAL EVENT DETAILS

**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 of 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 Unstoppable 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!

**Due to the changing circumstances around COVID-19, additional details will be provided upon receipt of Commitment Form.**



# BOOK & AUTHOR Commitment Form

**April 29, 2021**

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](mailto:bookandauthor@jlrichmond.org) to receive the link to the online form.**

## Available Sponsorship & Participation Levels

- |   |  |
|---|--|
| <input type="checkbox"/> \$5,000 Author's Circle    | <input type="checkbox"/> Party Box Vendor  |
| <input type="checkbox"/> \$2,500 Mayo Carter Circle | <input type="checkbox"/> Media Partnership |
| <input type="checkbox"/> \$1,000 Leadership Circle  | <input type="checkbox"/> In-Kind Donation  |
| <input type="checkbox"/> \$500 Reader's Circle      |  |

**Total Contribution**

**Sponsor Name**

**Contact Person**

**Contact Title**

**Address**

**Phone Number**

**Email**

**Website**

**Facebook Page**

**Twitter/Instagram**

**Additional Details**

☐ **Check** ☐ **Invoice** ☐ **Credit Card**

If you choose to pay by credit card, please consider maximizing your contribution by adding 4% to cover processing fees.

**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](mailto:bookandauthor@jlrichmond.org)  
804.516.6142

**[www.bookandauthorevent.org](http://www.bookandauthorevent.org)**