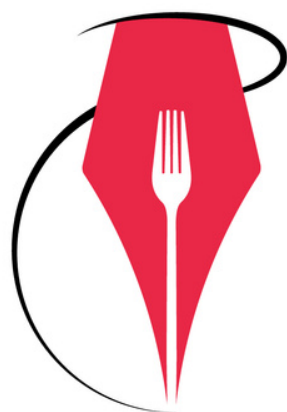


The Junior League of Richmond's 78th Annual Book & Author Event

**Thursday,
May 4, 2023**



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



**JUNIOR LEAGUE OF
RICHMOND**



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ABOUT BOOK & AUTHOR

78th 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 (JLR) 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. In 2020 and 2021, due to the COVID-19 pandemic, the event took place virtually; however, through our virtual events, we have been able to reach so many more individuals. Beginning in 2022, the event is now hosted through a hybrid format to continue engaging crowds both near and far to Richmond.

SPONSOR IMPACT

HOW YOUR SUPPORT IMPACTS THE COMMUNITY
































All funds raised from the event directly support the Junior League and its mission. The City of Richmond's poverty rate is 23%, and the JLR works to combat the symptoms of poverty experienced by women in our community through programs addressing housing insecurity, food insecurity, access to affordable clothing, literacy, and professional development.



THE JUNIOR LEAGUE OF RICHMOND
BOOK & AUTHOR
EVENT

2023 SPONSORSHIP LEVELS

BOOK & AUTHOR EVENT - MAY 4, 2023

BENEFITS	Premiere Sponsor \$10,000	Publisher's Circle \$5,000	Author's Circle \$2,500	Writer's Circle \$1,000	Reader's Circle \$500
Complimentary Book & Author tickets	10 In-Person or 50 Virtual	5 In-Person or 25 Virtual	2 In-Person or 10 Virtual	5 Virtual Tickets	3 Virtual Tickets
Complimentary signed books	Choice of 10 books	Choice of 5 books	Choice of 2 books		
Invitation to exclusive author reception					
Designation as a session-specific sponsor on all materials					
Premium feature during Book & Author					
Logo on posters, flyers, and media marketing					
Social media feature					
Recognition on Book & Author website					
Day of Book & Author publicity					
Recognition in JLR Annual Report					
Invitation to Donor Party					

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.



78th Annual Book & Author Commitment Form

May 4, 2023

Please indicate your sponsorship level below and provide all requested information no later than April 1, 2023 to ensure receipt of benefits related to pre-event marketing.

Please note: Sponsors will not receive full sponsorship benefits until their full payment has been received.

Available Sponsorship Levels:

- ☐ \$10,000 Premiere Sponsor
- ☐ \$5,000 Publisher's Circle
- ☐ \$2,500 Author's Circle
- ☐ \$1,000 Writer's Circle
- ☐ \$500 Reader's Circle

Ticket Selection:

- ☐ 10 In-Person Event Tickets OR ☐ 50 Virtual Event Tickets
- ☐ 5 In-Person Event Tickets OR ☐ 25 Virtual Event Tickets
- ☐ 2 In-Person Event Tickets OR ☐ 10 Virtual Event Tickets
- ☐ 5 Virtual Event Tickets
- ☐ 3 Virtual Event Tickets

Sponsor Name

Contact Name

Billing Name

Contact Title

Contact Title

Address

Billing Address

City, State, Zip

City, State, Zip

Phone Number

Phone Number

Contact Email

Billing Email

Website

Facebook

Instagram

Additional Details

Sponsors will be emailed an invoice to the billing contact listed above for the selected sponsorship amount.

Thank you!

Please return form with payment to:

Junior League of Richmond
2605 W. Cary Street
Richmond, VA 23220

For more information, contact:

Dagny Barone, Chair
bookandauthor@jlrichmond.org

Email all logos to:

communications@jlrichmond.org
JLR HQ: 804.643.4886

www.bookandauthorevent.org