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April 23, 2019
LUNCHEON | 12:30 PM
DINNER | 6 PM

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Dear JLR Supporter,

The Junior League of Richmond (JLR) is proud to announce the 74th Book & Author Event taking place Tuesday, April 23, 2019. The event is the longest running event of its kind in the country and one of the JLR's largest fundraisers. The Luncheon and Dinner will feature authors with recently published books speaking about their experiences in the field of writing. Previous authors have included Robert Frost, Pat Conroy, David Baldacci, Mary Higgins Clark, Lesley Stahl, and Cokie Roberts.

Funds raised benefit the Junior League's work in the community. This year, JLR New Members helped tackle literacy challenges hands-on through their New Member Project. In Richmond, a quarter of all kindergartners entering public school require literacy intervention, with a lack of age appropriate books in households being a contributing factor. Over the course of 2 weeks, New Members collected 366 children's books, including from League members at the September GMM. New Members organized the books for donation to the Children Museum of Richmond's Book Bank program and then worked with the Museum's Book Buggy at two community events in the East End and Northside. New Members distributed 270 books to 222 children and family members, learning firsthand the work the League and its community partners do in their city.

Please consider becoming a sponsor and supporter of this event and thereby helping us to continue our work in the Richmond community. Corporate sponsors have the opportunity to enjoy the benefits of preferred seating (even with an author at some levels!) and corporate recognition. Sponsors have found it is a wonderful venue for entertaining clients or rewarding outstanding employees.

Please review the enclosed corporate sponsorship opportunities to determine which benefits and level of giving suit your company best. The 74th Book & Author Event is certain to be an event you, your associates and clients will find enjoyable and rewarding. We look forward to seeing you in our new location, The Virginia Museum of History and Culture for lunch, and The Altria Theater for our evening program!

With Gratitude,

Lara

Lara D'Antonio
Chair, 74th Book & Author Event

Kayley

Kayley Perkins
Co-Chair, 74th Book & Author Event

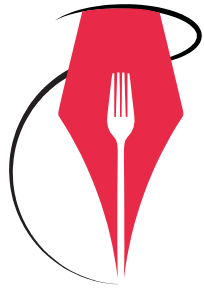
74th ANNUAL

BOOK & AUTHOR EVENT

Tuesday, April 23, 2019

LUNCHEON | 12:30 PM

The Virginia Museum
of History and Culture



DINNER | 6 PM

The Altria Theater

74 YEAR CELEBRATION. Seventy-three years ago in the ever-popular Miller & Rhoads Tea Room on Broad & Grace, the Junior League of Richmond held its first Book & Author Event. Over the years, many aspects of the event have changed but the entertaining wit and overall enjoyment remain the same. We invite you to be a part of the longest running event of its kind as we welcome nationally- acclaimed authors to Richmond for a day of events celebrating stories of hope, humor, and inspiration. While the author panel will not be announced until early 2019, register today as a sponsor to receive exclusive news and invitations.

LUNCHEON SPONSOR. Become our Presenting Sponsor and enjoy the opportunity to dine with an author! A highlight of the luncheon includes author introductions, a short Q&A session and the announcement of the evening's speaking order. Photo ops and book signings are available. Seating is limited to approximately 150 guests for this intimate event. Other sponsorship levels available.

DINNER SPONSOR. Participate in the signature portion of the event with a sit-down dinner and program featuring the author panel. Become a part of the Author's Circle and enjoy the opportunity to dine with an author! Following the dinner, enjoy the opportunity to purchase first edition books and meet the authors. Sponsors will also receive tickets to the pre-dinner cocktail reception.

SPONSOR VISIBILITY. Sponsors will receive a variety of pre and post event recognitions in addition to opportunities to interact with best-selling authors, League members, and the Richmond community. Event recognitions range from logo inclusion on posters, advertisements, billboard and program ads to mentions on event website, stage banners and media presentation. Over 1,000 attend our events.

SPONSOR IMPACT. Your support enables the beloved tradition of author visits with local high school students who share a love for reading and writing. Additionally, last year's event raised over \$50,000 to assist the League in its mission to promote volunteerism, develop the potential of women, and improve communities through effective action and leadership of trained volunteers. Community programming is delivered with a focus on the East End of Richmond and supports health and wellness, character development and family engagement.

EVENT CONTACT

Lara D'Antonio, Chair
bookandauthor@jlrichmond.org
804.513.0321
bookandauthorevent.org

Kayley Perkins, Co-Chair
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804.339.4319
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74th ANNUAL

**BOOK &
AUTHOR
EVENT**

**Tuesday
April 23, 2019**

LUNCHEON | 12:30 PM
The Virginia Museum of
History and Culture

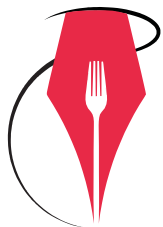
DINNER | 6 PM
The Altria
Theater

SPONSORSHIP BENEFITS	DINNER SPONSORSHIP			LUNCHEON SPONSORSHIP		
	Presenting Sponsor	Author's Circle <i>5 Available</i>	Mayo Carter Circle <i>12 Available</i>	Presenting Sponsor	Writer's Circle <i>5 Available</i>	Reader's Circle <i>10 Available</i>
	\$25,000	\$5,000	\$2,500	\$2,500	\$1,200	\$600
TICKETS & INVITATIONS	VIP Seating!	Company Branded Opportunities!	Company Branded Opportunities!	Sit with an Author!		
Book & Author Dinner	18 (+ Two Authors)	9 (+ Author)	10			
Author Cocktail Reception	18	4	2			
Little Dinner w Authors	2					
Luncheon on Event Day	4			9 (+ Author)	4	2
JLR Donor Party	•	•	•	•	•	•
RECOGNITIONS						
Logo on Banner at Dinner	•					
Logo on Digital Billboard	•					
Logo on Event Poster	•	•				
Event Website	•	•	•	•	•	•
Dinner Program	•	•	•	•	•	•
Dinner Slide Presentation	•	•	•	•	•	•
JLR Social Media	•	•	•	•	•	•
JLR Annual Report	•	•	•	•	•	•
EVENT BENEFITS						
Autographed Books	18	9	10	7	4	
Bottle(s) of Wine w Dinner	4	3	2	2	1	
Preferred Seating	•	•	•	•	•	•
Comp Parking in VCU Deck	10	5	3			

COMMITMENT FORMS DUE BY: March 23, 2019 to be included in all print materials. Sponsorship opportunities remain available after this date and we welcome your participation.

EVENT CONTACT: bookandauthor@jrichmond.org | 804.513.0321 | bookandauthorevent.org

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Please mark your sponsorship level below and provide all requested information by March 23, 2019 to ensure receipt of print acknowledgements due on event marketing materials. Sponsorship opportunities remain available after this date and we welcome your participation.

DINNER SPONSORSHIP

- \$25,000 Presenting Sponsor
- \$5,000 Author's Circle
- \$2,500 Mayo Carter Circle

LUNCHEON SPONSORSHIP

- \$2,500 Presenting Sponsor
- \$1,200 Writer's Circle
- \$600 Reader's Circle

DINNER PROGRAM AD

- Large \$500 (Full Page)
5.5"w x 8.5"h in 300 dpi
- Medium \$250 (Half Page)
5.5"w x 4.125"h in 300 dpi
- Small \$125 (Quarter Page)
2.625"w x 4.125"h in 300 dpi

IN-KIND DONATION

- In-Kind Description & Value:

TOTAL CONTRIBUTION

\$ _____

The Junior League of Richmond thanks you for your generous support of its many Richmond community programs through your partnership with the 74th Annual Book & Author Event.

Sponsor Name: _____

Please list name as it should be printed in event materials and recognitions.

Address: _____

Contact Person: _____

Phone: _____ Email: _____

Website: _____

Facebook Page: _____ Twitter Handle: _____

Method of Payment: Check MasterCard Visa Invoice

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

Card # _____ Exp. Date: _____ Security Code: _____ Billing zip code: _____

Name on Card: _____

Please return this agreement and payment to:
Junior League of Richmond
2605 West Cary Street, Richmond, Virginia, 23220
Fax: 804.643.4887