

The Junior League of Richmond's 79th Annual Book & Author Event

Thursday, May 2, 2024

 JUNIOR LEAGUE OF
RICHMOND



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



**JUNIOR LEAGUE OF
RICHMOND**



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Papa Johns Pizza

SoulShine Studios

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JUNIOR LEAGUE OF
RICHMOND



ABOUT BOOK & AUTHOR

79th 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.



2024 SPONSORSHIP LEVELS

BOOK & AUTHOR EVENT - MAY 2, 2024

BENEFITS	Premiere Sponsor \$10,000	Publisher's Circle \$5,000	Author's Circle \$2,500	Writer's Circle \$1,000	Reader's Circle \$500
Book & Author tickets provided	10 In-Person or 50 Virtual	5 In-Person or 25 Virtual	2 In-Person or 10 Virtual	5 Virtual Tickets	3 Virtual Tickets
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.



79th Annual Book & Author Commitment Form

May 2, 2024

Please indicate your sponsorship level below and provide all requested information no later than April 1, 2024 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

Contact Title

Address Line 1

Address Line 2

City, State, Zip

Phone Number

Contact Email

Website

Facebook

Instagram

Billing Name

Contact Title

Billing Address

Billing Line 2

City, State, Zip

Phone Number

Billing Email

Additional Details

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

Thank you!

Please email completed form to:

hq@jlrichmond.org

For more information, contact:

CiCi Fortson, Chair

bookandauthor@jlrichmond.org

www.bookandauthorevent.org