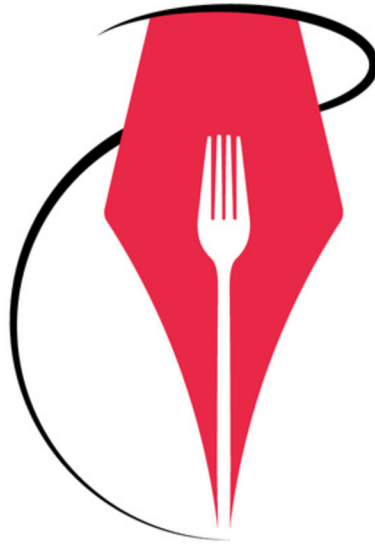




JUNIOR LEAGUE
RICHMOND

presents the



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

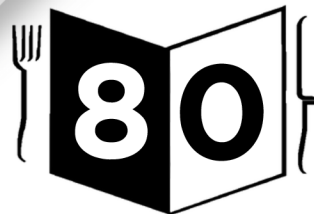
Thursday, May 8, 2025

6:00 PM

John Marshall Ballrooms

101 N. 5th Street, Richmond, VA 23219

**2025 Book & Author
Sponsor & Donor Packet**



WWW.BOOKANDAUTHOREVENT.ORG

THANK YOU TO OUR 2024 SPONSORS AND SUPPORTERS

Presenting Sponsor

Dominion Energy

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Slingshot Social Game Club

The Children's Museum of Richmond

The Hot Yoga Barre

The House Finch

THURSDAY, MAY 8, 2025 | 6:00 PM

JOHN MARSHALL BALLROOMS

ABOUT THE JUNIOR LEAGUE OF RICHMOND

**WHEN YOU SUPPORT BOOK & AUTHOR
YOU SUPPORT AN AMAZING NONPROFIT,
THE JUNIOR LEAGUE OF RICHMOND.**



The Junior League of Richmond is an organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

The Junior League of Richmond is an inclusive group of informed thought leaders intentionally serving and empowering women, youth, and families for collective impact through collaboration and advocacy.

The focus area of the Junior League of Richmond is women helping women within the greater Richmond community.

The Junior League of Richmond is a 501(c)(3) nonprofit organization. Tax ID # 54-0519575.

THURSDAY, MAY 8, 2025 | 6:00 PM

JOHN MARSHALL BALLROOMS



ABOUT THE BOOK & AUTHOR EVENT

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.

...WITH OVER 250 ATTENDEES IN 2024

Book & Author provides an excellent opportunity for sponsors to showcase their company and interact with book lovers, League members, and the metro-Richmond community.

...RAISING OVER \$26,000 FOR THE JLR!

Last year's event raised over \$26,000 to support the mission of the Junior League of Richmond. The funds raised go towards the Junior League of Richmond's mission and community programs that are focused on "Women Helping Women" within the greater Richmond community.

THURSDAY, MAY 8, 2025 | 6:00 PM

JOHN MARSHALL BALLROOMS



BOOK & AUTHOR EVENT OVERVIEW

The Junior League of Richmond looks forward to your participation in the **80th Annual Book & Author Event on Thursday, May 8, 2025.**

- **Midday Event**

- Details will be provided directly to Sponsors as well as updated on the event website.

- **Evening Reception & Author Panel Event**

- 6:00 PM
- John Marshall Ballrooms: 101 N. 5th Street, Richmond, VA 23219
- In-Person Ticket: \$80.00 | Virtual Ticket: \$20.00

- **Additional Information**

- Tickets go on sale Friday, February 28, 2025.
- Tickets for the Midday Event and the Evening Reception & Author Panel are required to be purchased in advance.



SPONSOR DETAILS








































- To guarantee listing in pre-event marketing materials, please return the Commitment Form and full payment by Friday, April 11, 2025.
- If applicable to your sponsorship package, tickets to the event will be held at will call for your guests.
- If applicable to your sponsorship package, a form with your book selections will be sent to the main contact listed on the Commitment Form. Your books will be available for pickup at the “Meet the Authors” Reception.
- Sponsors will not receive full sponsorship benefits until after payment has been received by the JLR.
- Updates on the time, location, and pricing on the Midday Event will be posted on our website at www.jlrichmond.org/bookandauthor/. These details will be communicated separately with sponsors.
- **Tickets:** All tickets will be sold in advance; no tickets will be sold at the door. Participants will receive a link to the recording following the event.
- *Sponsors grant permission to the Junior League of Richmond 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 the Junior League of Richmond.*

THURSDAY, MAY 8, 2025 | 6:00 PM

JOHN MARSHALL BALLROOMS



SPONSORSHIPS LEVELS AND BENEFITS

Sponsorship Level & Benefits	\$500 Friend	\$1,000 Champion	\$2,500 Advocate	\$5,000 Benefactor	\$10,000 Premiere	\$15,000 + Presenting
Event Tickets	3 Virtual	5 Virtual	2 In-Person or 10 Virtual	5 In-Person or 15 Virtual	10 In-Person or 35 Virtual	16 In-Person or 50 Virtual
Invitation to Donor Party						
Recognition in Annual Report						
Day of Event and Program Publicity						
Logo and Link on Event Webpage						
Custom Social Media Post						
Logo on Marketing Materials						
Exclusive "Meet the Authors" Reception						
Reserved Seats/Tables at Event			2 Reserved Seats	5 Reserved Seats	1 Dedicated Table of 10	2 Dedicated Tables of 8
Signed Books			Choice of 2	Choice of 5	Choice of 10	Choice of 16
Premium Feature During Event						
Session-Specific Sponsor Designation					