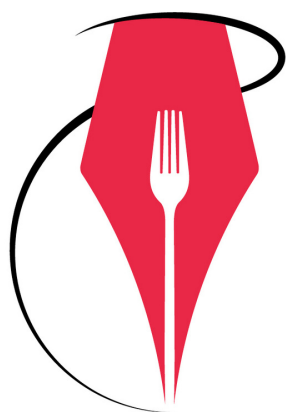


The Junior League of Richmond's 77th Annual Book & Author Event

**Thursday,
May 12, 2022**



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



**JUNIOR LEAGUE OF
RICHMOND**



THANK YOU TO OUR 2021 SPONSORS

Presenting Sponsor

Dominion Energy

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Richmond Times-Dispatch

Mayo Carter Circle

Troutman Pepper

Leadership Circle

KPMG LLP

New Market Foundation

Reader's Circle

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JUNIOR LEAGUE OF
RICHMOND



ABOUT BOOK & AUTHOR

77th 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, due to the COVID-19 pandemic, the event took place virtually for the first time and was virtual again in 2021 due to continuing health concerns. However, through our virtual events, we have been able to reach so many more individuals than before!

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.

SPONSORSHIP & VENDOR

BENEFITS

BOOK & AUTHOR EVENT - MAY 12, 2022

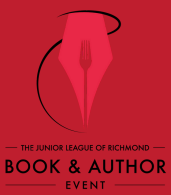
BENEFITS	PREMIERE SPONSORSHIP \$10,000	AUTHOR'S CIRCLE \$5,000	MAYO CARTER CIRCLE \$2,500	LEADERSHIP CIRCLE \$1,000	READER'S CIRCLE \$500	PROGRAM AD \$200	FRIEND OF B&A \$100	MEDIA PARTNER
Designation on all event materials								
Premium Feature During Event								
Logo on Posters, flyers, & media marketing								
Option for Complimentary Signed Books								
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								

EVENT & SPONSOR DETAILS

The Junior League of Richmond looks forward to your participation in the Book & Author Event on May 12, 2022!

- Event Date and Time: Approximately 6:30pm, May 12, 2022
 - Tuckahoe Woman's Club
 - Virtual Broadcast
- To guarantee listing in pre-event marketing materials, return Commitment Form & payment by April 1, 2022.
- 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.
- **Please Note: Sponsors will not receive the benefits of being a sponsor until their full payment has been received.**
- Additional Details not listed on the Sponsorship and Benefits Page for each Sponsorship Level
 - Premiere Sponsor- \$10,000 Sponsorship
 - the choice of:
 - 10 event tickets and 5 signed books
 - or 20 virtual tickets and 5 signed books
 - 4 tickets for private audience with an author
 - Author's Circle - \$5000 Sponsorship
 - the choice of:
 - 8 event tickets and 4 signed books
 - or 16 virtual tickets and 4 signed books
 - 2 tickets for private audience with an author
 - Mayo Carter Circle - \$2500 Sponsorship
 - the choice of:
 - 4 event tickets and 2 signed books
 - 8 virtual tickets and 2 signed books
 - Leadership Circle - \$1000 level
 - 8 virtual tickets
 - Reader's Circle - \$500 level
 - 3 virtual tickets

JLR adheres to all federal, state, and local laws, guidelines and policies regarding COVID-19. As such, event details may shift due to changing COVID-19 details.



BOOK & AUTHOR Commitment Form

May 12, 2022

Please indicate your sponsorship level below and provide all requested information no later than April 1, 2022 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 to receive the link to the online form.

Available Sponsorship & Participation Levels

- | | |
|---|--|
| <input type="checkbox"/> \$10,000 Premiere Sponsor | <input type="checkbox"/> \$500 Reader's Circle |
| <input type="checkbox"/> \$5,000 Author's Circle | <input type="checkbox"/> \$200 Program Ad |
| <input type="checkbox"/> \$2,500 Mayo Carter Circle | <input type="checkbox"/> \$100 Friend of B&A |
| <input type="checkbox"/> \$1,000 Leadership Circle | |
| <input type="checkbox"/> Media Partnership | |

Total Contribution:

Sponsor Name

Contact Person

Contact Title

Address

Phone Number

Email

Website

Facebook Page

Twitter/Instagram

Additional Details:

Billing Contact

Contact Title

Address

Phone Number

Email

☐ **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 check here if so. ☐

Name on Card

Exp Date

Card Number

CVV

Zip Code

Please return form with payment to:

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

Please email all logos to:

hq@jlrichmond.org

For more information, contact:

Katie Kellam Moores, Chair
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757.693.3121
JLR HQ: 804.643.4886

www.bookandauthorevent.org