



*The Reading Festival showcases resources and services available at Lee County libraries for enjoyment, enlightenment and personal development – all for free!*

**SAVE THE DATE!**  
Saturday, March 17, 2012  
10 a.m. - 4 p.m.

Harborside Event Center & Centennial Park  
Fort Myers River District

Fall 2011

Dear Community Supporter,

**Please consider supporting the Southwest Florida Reading Festival!** Having worked for several non-profits and coordinated many events, I truly believe that this is one sponsorship that really delivers. The Lee County Library System presents the Festival to **emphasize the importance and power of reading!** The Festival's big claim to fame is our **line-up of nationally acclaimed best-selling authors** for all reading interests which provides a fantastic vehicle for promoting reading, literacy, and our libraries. The Festival has a very broad appeal to all ages as shown by our attendee surveys. We have great pre-event media, average 18,000 attendees and receive rave reviews because we consistently survey attendees and authors.

**The Southwest Florida Reading Festival is entirely reliant on sponsorships, grants, and other donations to fund the Festival.** This financial support helps to cover the many expenses associated with such a large event. These expenses include facilities and equipment, transportation and lodging for authors. We keep tightening our budget, but expenses are on the rise. **Every dollar is still critical!** We are determined to deliver another superior experience in March 2012. Children, teenagers and adults-everyone who attends benefits from the Southwest Florida Reading Festival, and because of generous donations the Festival remains **free to all.**

**The support of the corporate community directly correlates to the success of the Reading Festival.** In today's marketplace, corporate sponsorship is an integral marketing strategy – one that offers promotional and PR opportunities. With your tax-deductible sponsorship your company can enjoy a unique opportunity to showcase your community involvement. A creative and dynamic sponsorship of the Festival increases your business exposure, creates brand awareness, allows you to interact with thousands of consumers and most importantly positions your company as a community leader.

**Sponsorship packages are available at several levels and can provide your organization with multiple ways to support the Festival.** From logo branding to media coverage, prime booth location to community recognition, the festival offers your company unrivaled access to a diverse consumer base, a creative means to industry publicity and a fun way to support the Lee County Community. On the following pages you will find the sponsorship levels and their associated benefits. I would be happy to work with you to create a unique sponsorship for you if the sponsorship levels do not fit your needs. Just tell me what is important to you to receive from a sponsorship and I will do my best to create a package that delivers for you. We will be delighted to have support at any level. To reserve your sponsorship, you only need to sign the agreement and send it back to me.

Kindest regards,

*Margie Byers*

Margie Byers, APR

Library Development Specialist / Reading Festival Coordinator

Enclosure

P.S. To review the 2011 sponsor fulfillment report follow [this link](#) or scan this QR code.





*The Reading Festival showcases resources and services available at Lee County libraries for enjoyment, enlightenment and personal development – all for free!*

**Southwest Florida Reading Festival Mission:**

- To bring awareness of the library's year-round programs and resources to the community
- To promote reading and literacy
- To strengthen the Lee County Library System's relationships within the community

**The Reading Festival enjoys a great level of media support:**

- The Southwest Florida Reading Festival has media sponsorship from The News-Press, WINK News (local CBS affiliate), Telemundo Spanish language TV, and WGPU Public Media. This allows us to offer outstanding exposure to our financial sponsors.

**We are proud to be a multi-award-winning event!**

- The Southwest Florida Reading Festival and its related fundraising events continue to garner awards from the Florida Festivals & Events Association and the Florida Public Relations Association at local and state-wide levels.

**Recap of the March 2011 Reading Festival:**

- Attendance for all was free
- Overall attendance is estimated at 20,000
- 15% increase over last year's documented attendance
- Over 3,178 at adult author presentations & programs
- Over 1,000 demonstrations of Lee Library System resources
- Over 700 young adults in the Teen Zone
- Over 2,800 children enjoyed authors & programs
- 2,420 children took home one free book
- Hosted 23 nationally acclaimed authors and narrators
- Over 300 people volunteered the day of the festival
- Over 1,200 books were sold by Books-A-Million the day of the Festival
- Market Place was sold out with 87 booths

**We received rave reviews from attendees with survey results indicating:**

- 60% were repeat attendees
- 98% are likely to attend again
- 98% rate the overall event as "Excellent" or "Good"
- 35% say they learned something new at the festival about library services – fulfilling one of the main objectives of the festival!

**Attendee Feedback to "What was your favorite part of the festival?"**

- *"The children's passion for reading/parents taking an interest and bringing their children."*
- *"Watching the shows."*
- *"The help I got with (downloading books to) my iphone!"*
- *"The Aspiring Author Awards"*
- *"Hearing the authors speak. The DeMille/Bell "interview" was priceless!"*

**Author Feedback:**

- *"It was my pleasure to be part of the Southwest Florida Reading Festival. The audience was large and enthusiastic for both talks and both book signings, and I really enjoyed the whole Festival. FYI, I'm recommending to my publicist at Grand Central Publishing, that they consider this event for other GCP authors. All best, Nelson DeMille"*
- *"Wow! What a festival you put on! Many, many thanks to you and all the people of the Lee County Library System for including me. I enjoyed myself immensely... and was thrilled to be part of it. Now, I know for sure that the Southwest Florida Book Festival is one of the best in the country. Again, many, many thanks, Mary Jane Clark"*



*The Reading Festival showcases resources and services available at Lee County libraries for enjoyment, enlightenment and personal development – all for free!*

## **Sponsorship Opportunities**

- All the following levels of support offer a post-event fulfillment report documenting your investment. I highly encourage you to visit [http://readfest.org/images/2011\\_ReadingFestivalFulfillmentPortfolio.pdf](http://readfest.org/images/2011_ReadingFestivalFulfillmentPortfolio.pdf) to see the fulfillment report detailing the benefits of sponsoring last year's Festival.
- The opportunities outlined below are a starting point of possibilities. **We welcome the chance to customize a proposal that meets your organization's philanthropic mission or marketing goals.**
- To discuss sponsorship opportunities or request a customized proposal, please call Festival Coordinator Margie Byers, at 239-533-4826, or send email to [mbyers@leegov.com](mailto:mbyers@leegov.com).
- Be certain to confirm your pledge by **December 1, 2011** to ensure mentions in printed materials.

*The Southwest Florida Reading Festival budget relies entirely on sponsorships, grants, and other donations. Children, teenagers and adults-everyone who attends benefits from the Southwest Florida Reading Festival, and because of generous donations the Festival remains free to all.*

### **Festival Advocate – Donations \$1500-2499:**

- Sponsor name listed in festival marketing campaign:
  - **Festival flyer** sponsor recognition section
    - Festival Flyer: Inserted into a full run Sunday Edition News-Press (93,000 in 2011)
    - Plus 10,000 Flyers for distribution in libraries and other locations
  - **Festival Guide:** 5,000 distributed at event
  - **Promotional bookmarks (70,000)** distributed at Lee County Library System locations, sponsor businesses and numerous community organizations)
  - **Online at festival web pages** with link to sponsor's site (stays on Festival home page until one month after the event; remains indefinitely on 2012 Past Highlights pages)

### **Adopt an Author – Donations \$2500 to \$4999:**

- Includes all benefits of Festival Advocate level PLUS...
- **Logo on display** at the stage where sponsored author will make presentation
- **Sponsor logo** by sponsored author's bio (online and print)
- **Sponsor name in bold type listed in Festival advertising** in The News-Press and magazine publications
  - Color ads in The News-Press
  - Color ads in the News-Press community weekly papers
  - Color ad in the Southwest Florida Parent & Child Magazine's March issue
- **Autographed copy of sponsored author's book**



*The Reading Festival showcases resources and services available at Lee County libraries for enjoyment, enlightenment and personal development – all for free!*

## **Publisher's Choice:**

This is a \$5,000 investment and offers the following benefits to the sponsor:

- **Exhibit booth** at the Festival Marketplace for a reading/educational themed promotion
- **1/8 page color ad** in
  - Festival Flyer: Inserted into a full run Sunday Edition News-Press (93,000 in 2011)
  - Plus 10,000 Flyers for distribution in libraries and other locations
  - Festival Guide: 5,000 distributed at event
- **Logo on:**
  - **Television PSAs airing on WINK** (local CBS affiliate) and on cable channels
  - **70,000 bookmarks** distributed at libraries, sponsor businesses and other locations
  - **Festival newspaper and magazine advertising**
    - Color ads in The News-Press
    - Color ads in the News-Press community weekly papers
    - Color ad in the Southwest Florida Parent & Child Magazine's March issue
  - **Reading Festival Web pages** with links to your site (stays on Festival home page until at least one month after the event)
- **Logo on display at event** at high traffic areas (typically PowerPoint slides in the indoor author presentation rooms)
- Business name in list of sponsors on **Festival E-Newsletter**
- (2) tickets to **An Evening With the Authors gala reception and dinner** the night prior to the Festival
- (2) admittance to the **VIP Hospitality** area at the Festival

## **Best Seller List:**

This is a \$10,000 investment and offers the following benefits to the sponsor:

- **Exhibit booth** at the Festival Marketplace for a reading/educational themed promotion
- **1/2 page color ad** in
  - Festival Flyer: Inserted into a full run Sunday Edition News-Press (93,000 in 2011)
  - Plus 10,000 Flyers for distribution in libraries and other locations
  - Festival Guide: 5,000 distributed at event
- **Logo in higher placement on:**
  - **Television PSAs airing on WINK** (local CBS affiliate) and on cable channels
  - **70,000 bookmarks** distributed at libraries, sponsor businesses and other locations
  - **Festival newspaper and magazine ads**
    - Color ads in The News-Press
    - Color ads in the News-Press community weekly papers
    - Color ad in the Southwest Florida Parent & Child Magazine's March issue
  - **Reading Festival Web pages** with links to your site (stays on Festival home page until one month after the event; remains indefinitely on 2012 Past Highlights pages)
- **Logo in higher placement on display at event** at a high traffic areas (typically PowerPoint slides in the indoor author presentation rooms)
- Business name in higher placement in list of sponsors on **Festival E-Newsletter**
- (4) tickets to **An Evening With the Authors gala reception and dinner** the night prior to the Festival
- (4) admittance to the **VIP Hospitality** area at the Festival



*The Reading Festival showcases resources and services available at Lee County libraries for enjoyment, enlightenment and personal development – all for free!*

## Top Pick Best Seller List

This is a \$15,000 investment and offers the following benefits to the sponsor:

- **2 Exhibit booths** at the Festival Marketplace for a reading/educational themed promotion
- **Full page color ad** in
  - Festival Color Flyer: Inserted into a full run Sunday Edition News-Press (93,000 in 2011)
  - Plus **10,000** for distribution in libraries and other locations
  - Festival Guide: **5,000** distributed at event
- Recognition in Festival Guide as **Author Signing** area sponsor, Lee County Teachers of English **Aspiring Authors Writing Contest** sponsor with the opportunity to hang company banners in these venues.
- **Logo in highest placement on:**
  - **Television PSAs airing on WINK** (local CBS affiliate) and on cable channels
  - **70,000 bookmarks** distributed at libraries, sponsor businesses and other locations
  - **Festival newspaper and magazine ads**
    - Color ads in The News-Press
    - Color ads in the News-Press community weekly papers
    - Color ad in the Southwest Florida Parent & Child Magazine's March issue
  - Reading Festival Web pages with links to your site (stays on Festival home page until one month after the event; remains indefinitely on 2012 Past Highlights pages)
- **Logo in highest placement on display at event** at a high traffic areas (typically PowerPoint slides in the indoor author presentation rooms)
- Business name in top placement in list of sponsors on **Festival E-Newsletter**
- (6) tickets to **An Evening With the Authors gala reception and dinner** the night prior to the Festival
- (6) admittance to the **VIP Hospitality** area at the Festival



*The Reading Festival showcases resources and services available at Lee County libraries for enjoyment, enlightenment and personal development – all for free!*

## Pledge Form

Use this form to confirm your pledge by **December 1, 2011**.  
Your pledged payment is due no later than **January 18, 2012**.  
Please make your check payable to “**LCLS – Reading Festival**.”

Sign below and turn to Margie Byers via mail, email or fax:  
Reading Festival | 2345 Union Street | Fort Myers, FL 33901  
mbyers@leegov.com  
Fax 239-485-1100

Donation Amount: \_\_\_\_\_

Acknowledge the donation in printed materials as:

Company Name:

\_\_\_\_\_

Company Website:

\_\_\_\_\_

**We thank you for your support!**

Signed and agreed to by:

\_\_\_\_\_/Date\_\_\_\_\_

\_\_\_\_\_/Date\_\_\_\_\_

Print Name/Title:

\_\_\_\_\_/\_\_\_\_\_

Sheldon Kaye, Director

Organization Name:

\_\_\_\_\_

Lee County Library System

*Lee County Library System is a county government agency. Federal tax ID: 59-6000702. Your entire donation is used to support the Southwest Florida Reading Festival, a free event open to the public. Records documenting donations to the Lee County Library System are public records available to the public and the media upon request.*