



SAVE THE DATE!  
SATURDAY, MARCH 19, 2016  
10 A.M. - 4 P.M.  
*HARBORSIDE EVENT CENTER & CENTENNIAL PARK  
FORT MYERS RIVER DISTRICT*

Summer, 2015

Dear Community Supporter,

We would like to ask for your consideration of support for the 17th annual Southwest Florida Reading Festival! We have recently wrapped up the 2015 Reading Festival and are happy to report that it was another big success. Even though you were not a sponsor we have [linked to the](#) 2015 sponsorship report so you can see the amazing results. Also of interest to you is the fulfillment portfolio which documents the proof of deliverables and advertising. The festival can deliver a package with more than 5 million impressions.

Please consider sponsoring the Southwest Florida Reading Festival. **We are asking you now so that you may have the option of funding your sponsorship from either your remaining 2015 or 2016 budgets.** On the following pages you will find festival sponsorship levels. We can also build a custom package and provide the **current standard industry values to verify the fair market value of any sponsorship package.** Additionally, we are rebranding the festival and anticipate launching the new fresh and vibrant brand this fall.

The Lee County Library System presents the Festival to **emphasize the importance of reading and literacy!** The festival is free to the public and has a very broad appeal to all ages as shown by our attendee surveys. We have comprehensive pre-festival media, average 18,000 attendees and receive rave reviews because we consistently survey attendees, sponsors and authors and make improvements based on the surveys. The festival was recently named a **Top 20 Event in the Southeast United States** by the Southeast Tourism Society! The Festival's allure is the **annual line-up of more than 25 nationally acclaimed best-selling authors** for all reading interests. These authors attract the crowd and the festival provides a fantastic vehicle for promoting reading, literacy and free library services. This is further proof of the festival's appeal and success.

**The Reading Festival continues to grow and reach a more diverse population every year. This continued expansion means the festival needs more funding each year. The festival is entirely reliant on sponsorships, grants and donations.** This support covers the multitude expenses associated with such a large event. These expenses include facilities and equipment, transportation and lodging for authors and a free book for every child and teen. Every year we expand the programs offered at the festival. Children, teenagers and adults-everyone who attends benefits from the Reading Festival!

We are determined to expand and grow the festival and need your help to produce the 2016 Southwest Florida Reading Festival to be held March 19, 2016. Your support will help us achieve our overall goals of promoting reading, literacy, library services and community partnerships in Southwest Florida. The festival will also help you achieve your goals to reach new customers and enhance your visibility in the community.

Please call me once you have reviewed the proposal so we can discuss your sponsorship to be sure that it meets your needs.

Kindest regards,

A handwritten signature in cursive script that reads "Margie Byers".

Margie Byers, APR  
Reading Festival Coordinator

Enclosures

## Festival Overview

The festival presented by the Lee County Library System is the area's premier literary event. The festival's allure is the annual line-up of more than 25 nationally acclaimed, best-selling authors for all reading interests. The festival is free and draws an average of 18,000 people to downtown Fort Myers for the day. The fans attend to hear and meet best-selling authors from all over the country, participate in contests and activities and find the latest and greatest in books, technology and accessories. There are over 15 venues with concurrent activities and entertainment for all ages. Adult programs are found inside Harborside Event Center and children's and teens' programs are outdoors in Centennial Park. There is a marketplace with over 90 vendors split between the adult and youth areas. In addition to author appearances, there are programs and shows for the youth, a free book for every child and teen, the Reading Rocks! Teen Battle of the Bands, crafts, a graffiti and chalk wall...

The Reading Festival is 100% community supported through generous donations, sponsorships, grants and special events. More than 200 community volunteers and 100 library staff work the day of the festival to bring this event to the community.

People look forward to this event. In 2015, 97% of attendees surveyed rated the festival good or excellent and 96% say they are likely to attend again. 2015 festival attendee survey data shows 79% were from Lee County, 9% were from a Florida county other than Lee and 12% were from out of state.

## 2015 Festival Results:

### Facts:

- Third Saturday of March
- Average attendance 18,000
- River District of Fort Myers (Harborside Event Center, Edwards Drive and Centennial Park)

### Demographics:

- 57% over 24 years old
- 63% Earn more than \$50,000
- 78% Associate degree or higher
- 52% Employed, 28% retired
- 79% Female
- 79% From Lee County

### Attendees are extremely satisfied:

- 97% rate the festival as excellent or good
- 96% are likely to attend again
- 61% are repeat attendees

### Attendees said:

- *"I enjoy the different authors every year"*
- *"Variety of events, putting a book in every child's hand"*
- *"Having a positive event for kids is awesome"*
- *"Awards for young writers"*
- *"Creates family time, centered around reading"*
- *"Getting to hear and talk to authors, getting books signed"*

### Sponsors are extremely satisfied:

- For 4 out of the last 5 years -97% of sponsors have rated the proposal materials as excellent or good!
- For 4 out of the last 5 years -95% of sponsors have rated the festival publicity as excellent or good!

### Sponsors said:

- *"Keep up the great work!! ROI on sponsorships is phenomenal!"*
- *"Congratulations on a very successful event... You had a great turnout!"*
- *"We had a great event and want to be sure we are included again next year!"*

- *"We are very happy to be a part of the Reading Festival for another year. As I've told you before, this is my favorite of all the events we are a part of throughout the year."*

### When asked for suggestions sponsors said:

- *"It was a terrific experience!"*
- *"I thought it was a tight organization, very well run."*
- *"The only real challenge we have is the distance from parking to our booths. But that's not really something your committee can change."*

### Authors said:

- *"I wouldn't change anything as to the administration or organization. Everyone was incredibly responsive and helpful. The staff went out of their way to go the extra mile and make writers feel comfortable and special." "*
- *"The staff was very impressive. They worked hard and did a fantastic job"*
- *"No suggestions for improvement. You did a fantastic job of organizing and pulling it off. I had a wonderful time and thoroughly enjoyed myself. Thank you for bringing me to your lovely community!"*

### Media campaign:

- \$120,748 TV, print and radio advertising and promotional campaign; The Reading Festival had media sponsorship from The News-Press, WINK News (local CBS affiliate), Univision, Azteca and MundoFox Spanish language TV, and WGPU FM, Latino 97.7, the Century Link and Comcast cable networks as well as area magazines.
- 10,321 unique visitors to readfest.org with 37,081 page views
- 90,000 branded tray liners in all 33 McDonald's stores in Lee County

### Multi award-winning festival!

- The Southwest Florida Reading Festival and its related fundraising events continue to garner awards from the Top 20 Events in the Southeast, Florida Festivals & Events Association and the Florida Public Relations Association at local and statewide levels.

## Industry Standard Valuation Metrics

We review and update our promotional inventory with current industry standard values to verify the fair market value of sponsorship packages.

### Considerations in the Valuation:

- **Prestige:** This is a one of a kind event in the area; produced by a credible organization with nationally known authors, the level of prestige is high.
- **Audience Interest/Loyalty:** Surveys show this festival has a very high return rate of 61%; the overall rating of the festival as good or excellent is 97%, the likelihood to return another 83%.
- **Category Exclusivity:** This is not offered though many sponsors enjoy being exclusive.
- **Awareness of Festival:** The amount of promotion and advertising is high; the festival has been continuous for 17 years.
- **Protection from Ambush:** The festival controls the usage of the festival logo, the local visits by the authors, and benefits offered to sponsors.
- **Networking Opportunities:** Many sponsors enjoy the benefit networking with other sponsors and the authors in the Invitation only Terrace. This cannot be purchased by the public.
- **Media Coverage:** The festival attracts strong media coverage including: Comcast and CenturyLink cable, the News-Press, Azteca America TV, MundoFox TV, Telemundo TV, WINK TV, WGPU FM and many magazines; the final report documents most earned media.
- **Property's Track Record:** The festival has a track record of consistent staff, detailed final reports, first right of refusal and over delivering benefits.

## Expected 2016 Media Sponsors:

- TELEVISION
  - WINK-TV/ CBS affiliate
  - Comcast Cable
  - CenturyLink Cable
  - MundoFox Southwest Florida
  - Telemundo TV
  - Univision TV
  - Aztec America TV
- NEWSPAPER
  - News-Press
- MAGAZINES:
  - Bonita & Estero Magazine
  - D'Latinos Magazine
  - Grandeur
  - Gulf & Main Magazine
  - Happenings Magazine/Lee County Family News
  - Parent & Child
  - RSW Living Magazine
  - Times of the Islands Magazine
- RADIO
  - Latino 97.7
  - WGPU FM

## Collateral materials include:

English flyer that is inserted into a full run, Sun. edition of the News-Press (84,500 flyers in 2015)

English flyer distributed at sponsor, community and tourist locations all over SW Florida (10,000)

Spanish flyer (5,000) that is distributed to area Latino organizations and businesses

Bookmarks (50,000) for distribution in Books-A-Million stores, live performance theaters and nearby libraries that are out of the system (Charlotte, Collier Hendry and Sarasota Counties)

Approximately 90,000 flyers for distribution in the Lee County school system

5,000 event guides (12 pages)

100 posters

E-newsletters sent to approximately 4,000 addresses



# 2016 SPONSOR PACKAGES

CONTACT: MARGIE BYERS, FESTIVAL COORDINATOR  
239-533-4826, [MBYERS@LEEGOV.COM](mailto:MBYERS@LEEGOV.COM)

## Help us meet your objectives!

We can tailor packages to fit your objectives. All packages include a post-festival fulfillment report documenting your investment. Let us help you build a program that can reach 18,000 potential customers in a fun and relaxed environment! Here are some possibilities...

- Increase brand awareness by providing interactive games or register to win promotions; creates excitement for the festival patron and puts your name and employees in front of thousands of people having a great time.
- Event signage offers a number of specific opportunities to brand your company. By sponsoring a special activity or area at the festival your company's name and logo will be in the spotlight increasing awareness of your company.
- Drive sales into your retail locations by distributing coupons at the festival
- Create custom on-site promotions to showcase your products by offering product demos and sampling
- Build a campaign around the festival to increase traffic to stores by offering a drawing people can sign up for in the store to be awarded at the festival.

<b>Sponsor Level</b>	<b>Publisher's Pick</b>
<b>Investment</b>	<b>\$1,500-2,499</b>
<b>Category</b>	<b>Media Real Estate- Level Benefits</b>
Branding-Collateral	Flyers 80,000 (70,000 inserted into newspaper)- Sponsor Name Included
Branding-Collateral	Bookmarks 50,000- Sponsor Name Included
Branding-Collateral	Website link- Sponsor Name Included
Branding-Collateral	Guide 5,000- Sponsor Name Included

<b>Sponsor Level</b>	<b>Best-Seller</b>
<b>Investment</b>	<b>\$2,500-4,999</b>
<b>Category</b>	<b>Media Real Estate- Level Benefits</b>
Branding-Collateral	Flyers 80,000 (70,000 inserted into newspaper)- Sponsor Logo by Author Bio Included
Branding-Collateral	Bookmarks 50,000- Sponsor Name Included
Branding-Collateral	Website link- Sponsor Logo by Author Bio Included
Branding-Collateral	Guide 5,000- Sponsor Logo by Author Bio Included
Branding-Collateral	Posters 100- Sponsor Name Included
Branding-Adv.	Magazines ads- Sponsor Name Included
Branding-Adv.	Newspaper ads- Sponsor Name Included
Signage	Venue signage- Sponsor Logo Projected during Presentation Included



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239-533-4826, [MBYERS@LEEGOV.COM](mailto:MBYERS@LEEGOV.COM)

<b>Sponsor Level Investment Category</b>	<b>Pulitzer Prize \$5,000-9,999 Media Real Estate- Level Benefits</b>
Branding-Collateral	Event App- Sponsor Logo Included
Branding-Collateral	Flyers 80,000 (70,000 inserted into newspaper)- Sponsor Logo Included
Branding-Collateral	Bookmarks 50,000- Sponsor Logo Included
Branding-Collateral	Website link- Sponsor Logo Included
Branding-Collateral	Guide 5,000- Sponsor Logo Included
Branding-Collateral	Guide ad- Sponsor 1/8 page ad included
Branding-Collateral	E-newsletters ad- Sponsor 1/8 page ad included
Branding-Collateral	Posters 100- Sponsor Logo Included
Branding-Adv.	Magazines ads- Sponsor Logo Included
Branding-Adv.	Newspaper ads- Sponsor Logo Included
Signage	Venue signage- Sponsor Logo /banner Included
Experience	Display booth- One booth choice of adult or family areas
Experience	Rights-sampling & product distribution- Included
Entertainment	VIP Hospitality Access- 2 tickets
Entertainment	Evening with Authors tickets- 2 tickets
ROI	Research recall of brand- Included
ROI	Research propensity to purchase brand- Included

<b>Sponsor Level Investment Category</b>	<b>Nobel Prize \$10,000-14,999 Media Real Estate- Level Benefits</b>
Branding-Collateral	Event App- Sponsor Logo Included
Branding-Collateral	Flyers 80,000 (70,000 inserted into newspaper)- Sponsor Logo Included
Branding-Collateral	Bookmarks 50,000- Sponsor Logo Included
Branding-Collateral	Website ad- Exclusive Sponsor Ad on Featured Authors Page
Branding-Collateral	Website link- Sponsor Logo Included
Branding-Collateral	Guide 5,000- Sponsor Logo Included
Branding-Collateral	Guide ad- Sponsor ¼ page ad on Back Page Included
Branding-Collateral	E-newsletters ad- Sponsor ¼ page ad Included
Branding-Collateral	Posters 100- Sponsor Logo Included
Branding-Adv.	Magazines ads- Sponsor Logo Included
Branding-Adv.	Newspaper ads- Sponsor Logo Included
Branding-Social	Social media mentions- Sponsor Name and Link Included
Signage	Venue signage- Sponsor Logo /banner Included
Experience	Display booth- Two booths-adult and family areas
Experience	Rights-sampling & product distribution- Included
Entertainment	VIP Hospitality Access- 6 tickets
Entertainment	Evening with Authors tickets- 4 tickets
ROI	Research recall of brand- Included
ROI	Research propensity to purchase brand- Included





# 2016 SPONSOR PACKAGES

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239-533-4826, [MBYERS@LEEGOV.COM](mailto:MBYERS@LEEGOV.COM)

Sponsor Level Investment Category	EXCLUSIVE Presenting Sponsor \$15,000-19,999 Media Real Estate- Level Benefits
Branding-Collateral	Event App- Sponsor Logo as presenting sponsor with RF logo
Branding-Collateral	Flyers 80,000 (70,000 inserted into newspaper)- Exclusive Logo on Cover with RF logo
Branding-Collateral	Bookmarks 50,000- Sponsor Logo Included
Branding-Collateral	Website ad- Exclusive Sponsor Ad on Home Page
Branding-Collateral	Website link- Sponsor Logo Included
Branding-Collateral	Guide 5,000- Exclusive Logo on cover as presenting sponsor with RF logo
Branding-Collateral	Guide ad- Sponsor ½ page ad on Back Page Included
Branding-Collateral	E-newsletters ad- Sponsor ½ page ad Included
Branding-Collateral	Posters 100- Sponsor Logo Inc
Branding-PR	Press releases- Exclusive as presenting sponsor with RF
Branding-Adv.	TV PSA- Logo as presenting sponsor with RF & Media logo
Branding-Adv.	Magazines ads- Sponsor Logo Inc
Branding-Adv.	Newspaper ads- Sponsor Logo Inc
Branding-Exclusive	Exclusive right to co brand with Reading Festival Logo
Branding-Social	Social media mentions- Sponsor Name and Link Included
Signage	Podium signage- Exclusive logo as Presenting Sponsor on every podium at the festival with RF logo
Signage	Venue signage- Sponsor Logo /banner Included
Experience	Display booth- Two booths-adult and family areas
Experience	Rights-sampling & product distribution- Included
Experience	Partner Event Opportunity- Your event we promote
Entertainment	VIP Hospitality Access- 8 tickets
Entertainment	Evening with Authors tickets- 8 tickets
ROI	Research recall of brand- Included
ROI	Research propensity to purchase brand- Included

**DEADLINES:** Confirm your pledge by Aug. 30, 2015

Camera ready logo – due by Nov. 1, 2015

Closing Date – Payment is due no later than Jan. 15, 2016; Payable to “LCLS – Reading Festival.”

Reading Festival date March 19, 2016

**TERMS AND CONDITIONS:** Sponsors MUST PREPAY before closing date. No cancellations will be accepted after December 15, 2015. In the event that a sponsor or its agency defaults in payment due, the sponsor will be held responsible for all fees.

**LEGAL DISCLAIMER:** Neither this festival nor its affiliates, directors, officers, employees, subcontractors or agents shall have any liability (including without limitation, contract, negligence and tort liability) for any loss of profits, opportunities or goodwill or any type of indirect or consequential damages in connection with this Agreement. If a sponsor's negligence, intentional misconduct or breach of this Agreement results in a claim by a third party against our festival or its affiliates, officers or directors, then you the sponsor agrees to indemnify and hold harmless our festival and its affiliates, officers and directors against all damages and costs incurred due to such claim, including, but not limited to, attorney's fees and court costs.

Sponsor Level: \_\_\_\_\_ Sponsor Investment: \_\_\_\_\_

Signed and agreed to by:

\_\_\_\_\_/Date  
Sheldon Kaye, Lee County Library System Director  
Southwest Florida Reading Festival

\_\_\_\_\_/Date  
Name/Title  
Company

Lee County Library System is a county government agency: Federal tax ID: 59-6000702. Your donation supports the SW Florida Reading Festival, a free event open to the public. Records documenting this and other donations are public record.

## Increase Return on YOUR Investment

***“78% of companies say that participating in festivals is the most conducive environment for experiential sampling and has a significant, measurable impact on consumer sales of their product or service.”***

***“Event marketing is a great way to advertise and reach customers. “Experiential marketing” drives purchases and consideration across age, gender and ethnicity. 70% of consumers say that they would be more likely to purchase a product or brand after experiencing it at an event.”***

*(IEG — Leading the way in sponsorship consulting, valuation, measurement and strategy [www.Sponsorship.com](http://www.Sponsorship.com))*

***“Advertising appears to work by causing improvements directly in brand perception, whereas sponsorship appears to work by causing improvement directly in the perception of the sponsoring company and often indirectly by halo effect in the brand perception. However, even when brand perception is not affected, sponsorship can increase purchase intent, apparently as result of gratitude toward the sponsor.”***

*(December 2006 Journal of Advertising Research)*

### **Successful event sponsorships share three characteristics:**

1. They interest your target market
2. They are a good fit with your organization
3. They cultivate the desired perceptions and behaviors

*(A guide to measuring Event Sponsorships by Bruce Jeffries-Fox [http://www.instituteforpr.org/wp-content/uploads/2005\\_EventSponsorships-Bruce-Jeffries-Fox.pdf](http://www.instituteforpr.org/wp-content/uploads/2005_EventSponsorships-Bruce-Jeffries-Fox.pdf))*

Return on Investment (ROI) is not easy to measure in sponsorships. It is not something that can be done by merely measuring the exposure outputs as these can show some facts about the size of the audience that has been reached but there is no way to prove the number of actual purchases that result from this.

It is important that the sponsor engage in a strategy to gain **attention, understanding, engagement, appreciation and ultimately commitment while at the event!**

Each of these elements offers a variety of opportunities to sponsors to enrich their strategy. Each of these elements has to be taken into consideration when planning to participate in a sponsorship.

- **Attention** has to do with exposure.
- **Understanding** has to do with recall. That is, how easily the audience will recall the brand.
- **Engagement** has to do with the passion evoked with the audience. How much are they into the brand after seeing the sponsorship? Beware, sponsorships do not work as directly as advertising; their impact is a result of different cognitive processes that take place in the mind of the audience and trigger the passion mode.
- **Appreciation** has to do with the actual type of engagement/ passion that the sponsorship achieved. Call it respect, trust, liking, gratitude or hatred toward the brand, the choice is yours to make.
- **Commitment** has to do with brand response

## Passion equals outcome!

**Sponsorship has the power to change perceptions.** It has the power to alter the attitudes of the audience, not toward the product itself as advertising does, but toward the sponsor. This can prove to be a very powerful tool because change of attitude toward a sponsor can lead to change of perception toward the brand that the sponsor represents and this can lead to engagement and the actual purchase of the product/service. **So ROI appears to be an element of how powerfully the sponsor connects and motivates the target audience at the event.**

*(<http://www.sponsorboat.com/sponsorships/lost-in-metrics-where-is-my-roi/>)*



# THE NEED & FESTIVAL MISSION

## The Need!

The National Endowment for the Arts (NEA) has published several reports on the reading habits of Americans over the last several decades. The data in these reports do not necessarily show cause and effect. The statistics indicate correlations.

**The habit of daily reading overwhelmingly correlates with better reading skills and higher academic achievement.** On the other hand, lower levels of reading and writing ability correlate heavily with lack of employment, lower wages and fewer opportunities for advancement. Significantly worse reading skills are found among prisoners than in the general adult population. And deficient readers are less likely to become active in civic and cultural life, most notably in volunteerism and voting. Whether or not people read and how much and how often they read, affects their lives in crucial ways.

“All of the data suggest how powerfully reading transforms the lives of individuals— whatever their social circumstances. Regular reading not only boosts the likelihood of an individual’s academic and economic success—facts that are not especially surprising—but it also seems to awaken a person’s social and civic sense. **Reading correlates with almost every measurement of positive personal and social behavior surveyed.** It is reassuring, though hardly amazing that readers attend more concerts and theater than non-readers, but it is surprising that they exercise more and play more sports—no matter what their educational level. The cold statistics confirm something that most readers know but have mostly been reluctant to declare as fact— **books change lives for the better.**” [1]

The reports confirm the central importance of reading for a prosperous, free society. The data demonstrate that reading is an irreplaceable activity in developing productive and active adults as well as healthy communities. There is no substitute for the intellectual and personal development initiated and sustained by frequent reading.

*The reports recommend programs that bring reading to the center of American culture. They encourage providing citizens with the opportunity to read and discuss books within their communities. This is the essence of the Southwest Florida Reading Festival.*

[1] <http://www.nea.gov/news/news07/trnr.html>

## Reading Festival Mission:

- Celebrate the importance of reading.
- Bring the finest literary talent to the community of Southwest Florida.
- Encourage in adults, teens and children an interest in and love of literature by providing quality events featuring popular authors in multiple venues.
- Promote lifelong learning and school reading readiness by raising awareness of the library's services and its role in the community's quality of life.
- Build continuing regional partnerships among libraries and between libraries and other community organizations by cooperatively presenting a large, quality literary event.
- Promote public libraries as centers for recreational reading, information, technology and the arts.

Lee County Library System produces the Reading Festival to inform the community about the resources and services available at their local libraries and remind them these resources and services are free with a library card.

Lee County libraries play an important and contemporary role in our community as dynamic centers for learning and knowledge for all ages. Today’s library program is just as likely to be a hands-on computer instruction as it is to be a book discussion. Today’s reference questions are just as likely to be answered via telephone, email or online chat as by a librarian at the reference desk. The Lee County Library System adds resources to the system every day.

These resources include: books, e-books, audiobooks, movies, music, cultural and literary events, educational classes, databases, research tools, business resources and new technology.

The Library continuously researches and anticipates the informational needs of the community. The Reading Festival is an opportunity to take programs and resources outside the library's walls to inform existing users about available services and to entice new users to think of their local library whenever they need information of any kind.

***Thank you for your consideration!***