



Dear Sponsor:

Lee County Library System's **20th annual Southwest Florida Reading Festival** will be held on **Saturday, March 2, 2019** from **10:00 am – 4:00 pm**, and we are making plans for this to be our best festival yet! The upcoming ***Evening with the Authors*** on **March 1, 2019** at **5:30 pm** will be aboard a sunset dinner cruise along the Caloosahatchee River, and the festival itself will once again be held on the beautiful, downtown Fort Myers Regional Library campus.

The Southwest Florida Reading Festival has a first-rate reputation with a diverse line-up of nationally acclaimed, best-selling authors for adults, teens, and children. This free, fun event is loved by attendees who come back year after year, and it draws approximately 10,000 people to downtown Fort Myers for the day. The fans attend to hear and meet best-selling authors, participate in contests and activities and find the latest and greatest in books, technology, and accessories. In addition to author appearances and autographing sessions, there are storytelling programs, arts, crafts, youth writing and coloring contests, and a free book for every child and teen.

We are hoping that we can count on you for support as a new sponsor this year. The overall event is upbeat with a wholesome appeal that cultivates a positive sentiment in attendees and gratitude toward sponsors. Because of the strong emotional connection to reading, this festival enhances perceptions of a brand's quality and credibility by association.

Thank you so much for your time and attention. We look forward to working with you to make the Southwest Florida Reading Festival another huge success for its 20th year!

A handwritten signature in black ink that reads "Melissa Ann Baker".

Melissa Ann Baker, MLS
Manager of Programming & Community Outreach

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Sponsor Agreement

By participating in the Southwest Florida Reading Festival, sponsor agrees to provide the following:

- Cash sponsorship of \$ _____

In return for the above contribution, sponsor will receive the following benefits:

- In-kind marketing and promotion of sponsor at the corresponding Sponsor Level.

Sponsor Level: _____ Value of Investment: _____

Sponsor website for publicity: _____

DEADLINES: Confirm your pledge by Nov. 1, 2018

Camera ready logo – due by Nov. 1, 2018

Closing Date – Payment is due no later than Jan. 15, 2019; Payable to “LCLS Reading Festival.”

Reading Festival date March 2, 2019

TERMS AND CONDITIONS: Sponsors MUST PREPAY before closing date. No cancellations will be accepted after Dec. 15, 2018. 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.

Signed and agreed to by:

_____/Date_____

Mindi Simon, Lee County Library System Director

_____/Date_____

Sponsor Name, Organization

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. Bank account numbers, debit, charge, and credit card numbers held by an agency are exempt from public disclosure.



SPONSORSHIP LEVELS & BENEFITS

PUBLISHER'S PICK (\$1,500-2,499)

Sponsor name included on:

- 80,000 Flyers (70,000 inserted into newspaper)
- 50,000 Bookmarks
- Festival Website (with link to sponsor website)

BESTSELLER (\$2,500-4,999)

Sponsor name included on:

- 80,000 Flyers (70,000 inserted into newspaper)
- 50,000 Bookmarks & 200 Posters
- Magazine and Newspaper Ads
- Festival Website (with sponsor logo and link by author bio)

PULITZER PRIZE (\$5,000-9,999)

Sponsor name & logo included on:

- 80,000 Flyers, 50,000 Bookmarks & 200 Posters
- E-Newsletter, Magazine and Newspaper Ads
- Festival Website (logo with link to sponsor website)
- Venue Signage (sponsor logo/banner included)
- VIP Hospitality Access – 2 tickets
- Evening with the Authors (EWTA) – 2 tickets

NOBEL PRIZE (\$10,000 or more)

Everything listed above, plus:

- Social Media mentions (with link to sponsor website)
- VIP Access – 6 tickets, EWTA – 4 tickets
- Marketplace Booth at Festival