



Friday, May 19, 2023

Dear Sponsor:

Lee County Library System's **Southwest Florida Reading Festival** will be celebrating its **25th anniversary** on **Saturday, March 2, 2024** from **10 a.m. – 4 p.m.** The milestone event will be held on the beautiful, multi-acre downtown Fort Myers Regional Library campus.

This event is completely free and open to the public and celebrates the power of reading by promoting literacy and library services and introducing the community to more than 20 nationally acclaimed, best-selling authors for adults, teens, and children. Due to its first-rate reputation and the all-star author lineup anticipated in 2024, the 25th annual Southwest Florida Reading Festival is expected to bring in more than 10,000 attendees next year.

This free, fun event is loved by attendees who come back year-after-year to hear and meet best-selling authors and have their books signed. In addition to author appearances and autographing sessions, there are storytelling programs, youth writing and coloring contests, technology demonstrations, activities and entertainment, and arts and crafts. Notably, every child and teen in attendance will also get a free, brand new book to take home.

I would like to invite you to support this cherished community event as a 2024 sponsor. Because of the strong emotional connection to reading, this festival enhances perceptions of a brand's quality and credibility by association and cultivates a positive sentiment and gratitude toward sponsors. Our sponsors receive millions of impressions through TV, radio and print media in addition to the festival's website and mobile app. Pulitzer Prize level donors are also invited to attend ***An Evening with the Authors***, the exclusive pre-festival dinner experience that will take place on **Friday, March 1**, offering a chance to meet and mingle with the festival's featured authors the night before the big event.

Please consider making a generous contribution to this time-honored event. Additional details about the sponsorship levels are below, along with an agreement form to make your pledge. Feel free to contact me if you have any additional questions or concerns or wish to customize a sponsor package designed for your needs.

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 25th year!

Sincerely,

A handwritten signature in black ink that reads "Melissa Ann Baker". The signature is written in a cursive, flowing style.

Melissa Ann Baker
Festival Coordinator

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Sponsor Agreement

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

- Cash/In-Kind sponsorship valued at \$ _____ Sponsorship Level: _____

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

- In-kind marketing and promotion of sponsor at the corresponding Sponsor Level (see levels below).

Sponsor website for publicity: _____

IMPORTANT DATES:

Confirm your pledge by **Aug. 1, 2023**

Camera ready logo due by **Oct. 1, 2023**

Payment Deadline: **December 15, 2023**

Reading Festival date **March 2, 2024**

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.



ORGANIZATIONAL SPONSOR LEVELS & BENEFITS

ASPIRING AUTHOR (up to \$999)

Sponsor **name** included on:

- Festival Website

DEBUT NOVEL (\$1,000-\$1,999)

Sponsor **name** included on:

- Festival Website & Social Media

PUBLISHER'S PICK (\$2,000-3,499)

Sponsor **name** included on:

- Flyers, Bookmarks, and Posters
- Festival Website & Social Media (with link to sponsor website)
- Official Festival Mobile App (with link to sponsor website)

BESTSELLER (\$3,500-5,999)

Sponsor **name in bold** included on:

- Flyers, Bookmarks, Posters, Magazine and Newspaper Ads

Sponsor **logo** included on:

- Author bio on website and print materials
- Festival Website & Social Media (with link to sponsor website)
- Official Festival Mobile App (with link to sponsor website)

Additional festival benefits:

- Autographed copy of the sponsored author's book

PULITZER PRIZE (\$6,000-\$9,999)

Sponsor **logo** included on:

- Flyers, Bookmarks, Posters, Magazine and Newspaper Ads
- Festival Website & Social Media (with **link** to sponsor website)
- Official Festival Mobile App (with **link** to sponsor website)

Additional festival benefits:

- An Evening with the Authors dinner event – 2 tickets
- Venue signage at festival (sponsor provides banner with logo)
- Marketplace booth (tent, table and two chairs provided)
- VIP hospitality access on festival day – 2 wristbands

SILVER ANNIVERSARY SPONSOR (\$10,000 and up)

Same benefits as the Pulitzer Prize level, plus:

- Logo on special 25th Anniversary signage at the festival
- 2 tickets for a VIP Tour of the Burroughs Home & Gardens
- Autographed copies of all attending festival authors' books