



Wednesday, June 19, 2024

Dear Sponsor:

Lee County Library System will present the 26th annual **Southwest Florida Reading Festival** at the beautiful, outdoor campus of the downtown Fort Myers Regional Library on Saturday, March 1, 2025 from 10 a.m. – 4 p.m.

Thousands of attendees are expected at this free celebration of the power of reading that promotes literacy and library services while introducing the community to nationally acclaimed, bestselling authors for adults, teens, and children. The event offers attendees presentations and book signings from a wide range of genres and also includes livestreaming, library resource technology demonstrations, local authors, storytelling, arts and crafts, youth writing awards, food and merch sales, and a free book of choice for every child and teen in attendance.

I would like to invite you to support this cherished community event as a 2025 sponsor. The Southwest Florida Reading Festival has robust publicity in place to market the event and offers sponsors and supporters valuable advertising impressions through TV, radio, and print media, in addition to the festival's website and mobile app. Because of the strong emotional connection to reading, this festival also enhances perceptions of a brand's quality and credibility by association and cultivates a positive sentiment and gratitude toward sponsors.

Pulitzer Prize and Nobel Prize level sponsors receive tickets to attend ***An Evening with the Authors***, the exclusive pre-festival dinner experience taking place on **Friday, February 28**, offering guests time to meet and mingle with festival featured authors at the unforgettable setting of the historic, waterfront Burroughs Home and Gardens.

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 questions 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 26th year!

Sincerely,

Melissa Ann Baker
Festival Coordinator

Lee County Library System
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Cell: 239-839-4637
www.ReadFest.org



Southwest Florida Reading Festival

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 **August 1, 2024**

Camera ready logo due by **October 1, 2024**

Payment Due: **December 15, 2024**

Reading Festival: **March 1, 2025**

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.



Southwest Florida Reading Festival



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

NOBEL PRIZE (\$10,000 and up)

Same benefits as the Pulitzer Prize level, plus:

- An Evening with the Authors dinner – 2 extra tickets (4 tickets total)
- 4 tickets for a VIP Tour of the Burroughs Home & Gardens
- Autographed copies of all attending festival authors' books