



WNY CHILDREN'S BOOK EXPO 2019 SPONSORSHIP PACKAGES

KIDSLIT WEEK 11/4 - 11/8 PRESENTING SPONSOR (ONE AVAILABLE)

\$15,000

- Sponsor of school author visits to high-need Buffalo Public or Charter schools and Holy Cross Head Start during KidsLit Week;
- Sponsor of book donations to targeted Buffalo public schools and Holy Cross Head Start;
- Corporate branding exposure to educators, students, and families in school districts throughout WNY on 30,000 KidsLit Week bookmarks; *
- Representation and participation at VIP Author Welcome Reception;
- Opportunity to display corporate branding at Expo with exposure to all guests;
- Corporate display table at Expo; and
- Logo on promotional materials such as event posters, flyers, WNYCBE website, print, broadcast, electronic, and social media marketing.*

EXPO 11/9

PRESENTING SPONSOR (ONE AVAILABLE)

\$15,000

- Opportunity to display corporate branding at Expo and Main Stage;
- Marquee feature on convention center display up to a week prior to Expo;
- Corporate branding exposure to educators, students, and families in school districts throughout WNY on 30,000 WNYCBE bookmarks; *
- Corporate branding on donated books at Expo;
- Representation and participation at VIP Author Welcome Reception;
- Corporate display table at Expo; and
- Logo on promotional materials such as event posters, flyers, WNYCBE website, print, broadcast, electronic, and social media marketing.*

CHAPTER 1 SPONSOR

\$10,000

- Signage in Ballroom and corporate recognition in video display throughout Expo day;
- On-site banners, display table with chairs, ongoing mentions in video and live announcements;
- Logo on promotional materials to include event posters, flyers, WNYCBE website, print, electronic & social media marketing;*
- Invitation to VIP Author Welcome Reception; and
- Sponsor KidsLit Week at 4 Buffalo Public Schools

CHAPTER 2 SPONSOR

\$5,000

- Signage in Ballroom and corporate recognition in video display throughout Expo day;
- On-site banners, display table with chairs, ongoing mentions in video and live announcements;
- Logo on promotional materials to include event posters, flyers, and WNYCBE website print, electronic & social media marketing;*
- Invitation to VIP Author Welcome Reception; and
- Sponsor KidsLit Week at 2 Buffalo Public Schools.

CHAPTER 3 SPONSOR \$2,500

- Recognition on print, electronic & social media marketing;*
- On-site vendor table in ballroom at Expo;
- Invitation to VIP Author Welcome Reception; and
- Sponsor KidsLit Week at 1 Buffalo Public school.

CHAPTER 4 SPONSOR \$1,000

- On-site vendor table in ballroom at Expo; and
- Logo on website & social media marketing.*

CHAPTER 5 SPONSOR \$500

- On-site vendor table in lobby at Expo.

* when logos are provided before print deadlines

Be a part of **CELEBRATING** books with authors, illustrators and kids at the
5th Annual KidsLit Week November 4-8 & WNY Children's Book Expo on November 9.

www.WNYCBE.com





SPONSORSHIP RESPONSE FORM

Name of Sponsor: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SPONSORSHIP LEVELS

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Expo Presenting Sponsor | \$15,000 | <input type="checkbox"/> Chapter 2 Sponsor | \$5,000 |
| <input type="checkbox"/> KidsLit Week Presenting Sponsor | \$15,000 | <input type="checkbox"/> Chapter 3 Sponsor | \$2,500 |
| <input type="checkbox"/> Chapter 1 Sponsor | \$10,000 | <input type="checkbox"/> Chapter 4 Sponsor | \$1,000 |
| | | <input type="checkbox"/> Chapter 5 Sponsor | \$ 500 |

PAYMENT OPTIONS

Please choose one:

Check enclosed payable to "Read to Succeed / WNYCBE" Amount: \$ _____

Payment made online at www.readtosucceedbuffalo.org Amount: \$ _____

Date of Donation: ____ / ____ / ____

Name submitted for donation through Paypal: _____

(if different than above)

Mail this completed form and payment to: Read to Succeed Buffalo, 392 Pearl Street, Buffalo, NY 14202

SPONSORS: Please email your company logo (PDF/EPS/PNG/AI) to WNYCBE@monkeysread.com by 6/15 for poster inclusion & 9/15 for day-of media inclusion.

THANK YOU FOR YOUR SUPPORT!