

LATIN AMERICAN BOOK FAIR

Sponsorship Package



EMAIL

philaferiadellibro@gmail.com

WEB

www.latinbookfair.com





Dear Prospective Sponsor,

It is our pleasure to inform you that we are organizing the Second Latin American Book Fair. We want to gather readers of all ages, authors, writers, illustrators, designers, and the Philadelphia community to celebrate our heritage, language, and culture. The book fair is expected to get a significant response from the entire city. This event will combine storytelling, book releases, music, and artistic performances. Our main goal is to promote reading culture in our community and encourage writers to present their work. Sponsoring the Latin American Book Fair allows your business to get its name in front of thousands of people, help our initiative become a success, and create an excellent opportunity to contribute to our children's education. Thank you for taking time to review this sponsorship proposal.

We are looking forward to hearing from you soon.

Organizing Committee

Email: philaferiadellibro@gmail.com

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TITLE SPONSOR

EXCLUSIVE PRESENTING SPONSOR

Cost: \$ 2000

- ❖ Presenting sponsorship of the event; event would be named “Latin American Book Fair presented by (your company logo here)”
- ❖ Presenting sponsor verbal name recognition at the start of event
- ❖ 5 minutes speaking opportunity during live stream of Latin American Book Fair
- ❖ Presenting sponsor logo recognition on event website and emails to all attendees
- ❖ Logo included at the beginning and end of the event
- ❖ Mention on pre-recorded commercial streamed on all social media outlets for 15 days prior to the event
- ❖ 60 live mentions on Philatinos Radio \$1200 value and presenting sponsor recognition commercial played throughout the three days of the event
- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 12 months
- ❖ 3 social media posts a week for 15 days prior to event + 5 Facebook and 5 Instagram stories
- ❖ Media presence with corporate recognition in all marketing materials for the LABF, including press releases, newsletter and virtual banners
- ❖ Introduction of your organization at the opening and closing of the Latin American Book Fair special broadcast on Madre Tierra Radio Show PhillyCAM 106.5 FM and Philatinos Radio on October 9

GABRIEL GARCÍA MÁRQUEZ

Cost: \$ 500

- ❖ Logo recognition on emails to all attendees
- ❖ Logo included at the beginning and end of the event
- ❖ 20 live mentions on Philatinos Radio \$400 value
- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 12 months
- ❖ 2 social media posts a week for 15 days prior to event + 2 Facebook and 2 Instagram stories
- ❖ Media presence with corporate recognition in all press releases, and virtual banners
- ❖ Logo on pre-recorded commercial streamed on all social media outlets for 15 days prior to the event
- ❖ Introduction of your organization at the opening and closing of the Latin American Book Fair special broadcast on Madre Tierra Radio Show PhillyCAM 106.5 FM and Philatinos Radio on October 9



ISABEL ALLENDE

Cost: **\$ 350**

- ❖ Logo recognition on emails to all attendees
- ❖ Logo included at the beginning and end of the event
- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 6 months
- ❖ 1 social media post a week for 15 days prior to event + 2 Facebook and 2 Instagram stories
- ❖ Media presence with corporate recognition in all marketing materials for the LABF, including press releases, and virtual banners

PABLO NERUDA

Cost: **\$ 150**

- ❖ Logo included at the beginning and end of the event
- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 3 months
- ❖ 1 social media post a week for 15 days prior to event + 2 Facebook and 2 Instagram stories

Please join us to make this Book Fair a success!

OCTOBER | 15-16-17

www.facebook.com/PHLLABF

Thursday 7:00pm to 8:30pm

Friday 10:00am to 12:00pm

Saturday 3:00pm to 5:00pm

If your organization's logo is to be included in the promotional materials, please send an electronic file to **philaferiadellibro@gmail.com**. If you do not have an electronic file of your logo, please contact Noel Aragon at (215) 403-1176.

Sponsorship registration and logo must be received by **September 25th** in order to be included.

Please make checks or money orders payable to:

Accion Colombia

Memo line: Your sponsor level / LABF 2020

Mail to:

4636 N 5th Street Philadelphia, PA 19140

For more information contact:

Leity Rodriguez

215-399-7019

leity.rodriguez@accioncolombia.org

You can also purchase a sponsorship package by clicking the following link:

<https://www.eventbrite.com/e/latin-american-book-fair-feria-del-libro-latinoamericano-tickets-121856154037>