

# LATIN AMERICAN BOOK FAIR

Sponsorship Package



## LATIN AMERICAN ● BOOK FAIR ●

### EMAIL

[philaferiadellibro@gmail.com](mailto:philaferiadellibro@gmail.com)

### WEB

[www.latinbookfair.com](http://www.latinbookfair.com)



@latinbookfair



@latinbookfair



Dear Prospective Sponsor,

It is our pleasure to inform you that we are organizing the Third 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](mailto:philaferiadellibro@gmail.com)**

**[www.latinbookfair.com](http://www.latinbookfair.com)**

# JULIO CORTAZAR

**Cost: \$ 1000**

- ❖ 2 minutes speaking opportunity during LABF opening ceremony at the City Hall Courtyard/live stream of Latin American Book Fair
- ❖ Premier 10x10 booth space (includes chair and table).  
Philadelphia City Hall Courtyard  
Friday, September 24 from 12:00 pm to 4:00 pm
- ❖ Mention on pre-recorded commercial streamed on all social media outlets for 15 days prior to the event
- ❖ 20 live mentions on Philatinos Radio \$400 value and sponsor recognition commercial played throughout 15 days prior to the event
- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 12 months
- ❖ Logo on pre-recorded commercial streamed on all social media outlets for 15 days prior to the event
- ❖ 2 social media post a week for 15 days prior to the event + 2 Facebook and 2 Instagram stories
- ❖ Media presence with corporate recognition in 1 event prior to the LABF; "Cafe con Autores" including virtual invites. Date TBD
- ❖ 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

# GABRIEL GARCÍA MÁRQUEZ

Cost: \$ 500

- ❖ Logo recognition on emails to all attendees
- ❖ 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 + 1 Facebook and 1 Instagram story
- ❖ 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
- ❖ 10x10 booth space (includes chair and table).  
Philadelphia City Hall Courtyard  
Friday, September 24 from 12:00 pm to 4:00 pm



## ISABEL ALLENDE

Cost: \$ 350

- ❖ 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 + 1 Facebook and 1 Instagram story
- ❖ 10x10 booth space (includes chair and table).  
Philadelphia City Hall Courtyard  
Friday, September 24 from 12:00 pm to 4:00 pm

## PABLO NERUDA

Only available to publishers

Cost: \$ 300

- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 2 months
- ❖ 1 social media post a week for 15 days prior to event + 1 Facebook and 1 Instagram stories
- ❖ 10x10 booth space (includes chair and table).  
Philadelphia City Hall Courtyard  
Friday, September 24 from 12:00 pm to 4:00 pm

**Please join us to make this Book Fair a success!**

**Philadelphia City Hall Courtyard**

**Friday, September 24th**

**12:00 pm to 4:00 pm**

Please complete the registration form and email it to [philaferiadellibro@gmail.com](mailto:philaferiadellibro@gmail.com)

If your organization's logo is to be included in the promotional materials, please send a PNG electronic file to **[philaferiadellibro@gmail.com](mailto:philaferiadellibro@gmail.com)**. If you do not have an electronic file of your logo, please contact Arianne Bracho at (267) 904-1086

Please make checks or money orders payable to:

**Accion Colombia**

**Memo line: Your sponsor level / LABF 2021**

Mail to:

Latin American Book Fair

Leity Rodriguez

4636 N 5th Street Philadelphia, PA 19140

Online payments by Venmo: [@accioncolombia](https://account.venmo.com/u/accioncolombia)

For more information contact:

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