

**Virginia Festival of the Book** is five days of literary and literacy events (mostly free) attracting more than 20,000 book lovers and nearly 300 writers who come together annually the first week of spring in venues throughout the area. The Festival includes programs in all genres with author readings, book signings, youth presentations, and varied panel discussions. Held in Charlottesville, Virginia and attracting visitors from around the state, even the nation, the Festival has a major economic, cultural, and educational impact and cannot happen without vibrant community support.

**MARCH 16-20, 2011**

**VIRGINIA  
FESTIVAL  
OF THE  
BOOK**



*The Festival of the Book is a program of the Virginia Foundation for the Humanities.*

*Invest in Your Community by Sponsoring the Book Festival*

- More than 20,000 cumulative attendees annually
- More than 5,500 school children participate annually
- Reported financial impact \$1 million+ on the region – including purchases of meals, hotel accommodations, books, and gifts

**Major Event Sponsorships:**

Benefits vary with the event and size of sponsorship and may include:

- Your name and logo displayed on our website and in the printed program
- Your name and logo displayed at the event
- Public announcement at the event
- Complimentary tickets and entry passes and special seating

**CONTACT:** Susan Coleman, Director, Virginia Center for the Book  
434.982.2983 or [spcoleman@virginia.edu](mailto:spcoleman@virginia.edu)

**SPONSORSHIP OPPORTUNITIES**

**Major Events**

Paramount Theatre Event Sponsor.....	\$3,000
Authors Reception.....	\$2,500
Festival Featured Luncheon.....	\$5,000
Crime Wave Sponsor: Saturday Luncheon & Events....	\$5,000
Business Breakfast Sponsor.....	\$3,000 and \$1,500
Publishing Day Event Series.....	\$1,500
StoryFest Saturday.....	\$3,000 and \$1,500

**Other Sponsorships**

Business Breakfast Table Sponsors.....	\$350
Events for Children and Youth.....	\$500
Topical Program Events for Adults.....	\$500

**Author Sponsorships**

Classroom Events for Children and Youth.....	\$500
Author Events for Adults.....	\$500 and \$1,000