



2021 Sunshine State Book Festival

Sponsorship Invitation

Bringing Readers and Writers Together

Introduction

Times have been rough on everyone. It's time to come together as a community, lift our spirits, and rally around a common activity—*reading*. The Writers Alliance of Gainesville (WAG), a 501(c)(3) nonprofit organization, is hosting its 2nd annual Sunshine State Book Festival on January 30, 2021. The event will be free and open to the public. Because of COVID-19, the 2021 event will be virtual. To get a better understanding of WAG, please visit <https://WritersAlliance.org/>

Background

The first Sunshine State Book Festival, also free and open to the public, was a resounding success. Seventy-five local authors met and talked with 2,000 book lovers on January 25, 2020, at the Fine Arts Building on the Santa Fe College campus. Prestigious guest speakers gave free lectures to their audiences. Actors portrayed local personalities like Marjory Kinnan Rawlings and Robert Frost. The children's area offered free storybook readings and hands-on art projects.

Expectations of the 2021 Sunshine State Book Festival

The 2021 Book Festival may be enjoyed on one's computer in the comfort of one's home. People can “stroll” through author booths, where 100 authors will talk about their books on pre-recorded videos. (Authors will provide videos in lieu of paying fees for their virtual booths.) Guest speakers include E. Stanley Richardson, Alachua County Poet Laureate; Kimberly Jones and Gilly Segal, NAACP award-nominated co-authors; and best-selling authors Tim Dorsey and Jack Davis. The speakers will provide recorded lectures with the intent to inform, entice, and stimulate their audiences. The children's book authors will provide free downloadable materials to the children and parents who visit their booths.



Please visit <http://www.SunshineStateBookFestival.org/preview/booth.html> to see a preview of how the Book Festival will look.

We have taken steps to make this an inclusive Book Festival. After all, reading is for *everyone*, no matter race, religion, heritage, orientation, or economic status. First, we have already gathered

writers from many diverse backgrounds including writers of color. Second, we have opened our event to participants from all across the United States and abroad. Third, we are supporting underrepresented and underserved communities through outreach to school systems and minority-dominant organizations.

Value of sponsorship for you

Sponsorship of community events is socially, emotionally, and economically beneficial to your organization. By associating with positively charged, quality community events, your organization's visibility, credibility, and goodwill are increased.



The Sunshine State Book Festival can offer your organization a way to broaden your profile and reach potential customers. And, since the 2021 Festival is virtual, our reach is not only local, but national and not limited to the one day. By associating yourself with our cultural community-outreach event, your organization will reap the rewards of your investment.

As a sponsor of the 2021 Sunshine State Book Festival, your name and logo will be promoted for a full five months. Yes, the Book Festival starts on January 30, 2021, but it will continue online through June 30, 2021.

In addition, sponsors will be recognized on all printed materials. Also, all sponsors will be thanked personally and recognized publicly for their community support and involvement.

How sponsorship funds will be used

Many volunteers are assisting with preparations for the Book Festival, and the hosting platform/server is the only "venue" cost. Estimated expenses are as follows:

Web-based venue

Dedicated Server - \$1,000

YouTube - \$1,000

Marketing

Marketing agency with expertise in social media campaigns - \$5,000

Advertising

Bookmarks to be distributed through the public library system - \$300

Other forms of Advertising - \$700

Speakers

Speakers will donate their time and expertise

The Festival will pay to produce their video-taped lectures - \$500

Miscellaneous - \$1000

TOTAL = \$9,500

Request

As you can see, this cultural event is a big undertaking. Members of the Writers Alliance of Gainesville are enthusiastic about reaching out to encourage reading and literacy in the multi-cultural community. They hope to connect not only with local Floridians, but thanks to a web-based program, the world. WAG is 100% volunteer run.

We are requesting monetary contributions to help make the Book Festival a success. Any donation is appreciated. Make checks payable to Writers Alliance of Gainesville.

If I can answer any further questions about your sponsorship, please contact me. If I cannot answer your questions, I will put you in touch with someone who can. WAG president, Pat Caren, or Carol Richardson, SSBF Chair, would be happy to discuss the Book Festival with you.

Thank you for your support,

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