



Dozens of Authors. . .Thousands of Readers
All At One Event

2016 SPONSORSHIP PACKET

EVENT DATES: Oct. 27-29, 2016

Fallbrook Church • 12512 Walters Road • Houston, TX



Sponsored by:
Cushcity.com

National Black Book Festival
14300 Cornerstone Village Dr., Suite 370
Houston, TX 77014
(281) 444-4265 - Ph (281) 583-9534 - Fax
www.nationalblackbookfestival.com



To Our Prospective Sponsors and Corporate Exhibitors:

Thank you for your support and dedication to promoting literacy throughout our nation. With the support of community-conscious sponsors in the Houston area and throughout the U.S., the National Black Book Festival will impact the lives of thousands of readers, both young and old.

The National Black Book Festival is scheduled for October 27-29, 2016, at Fallbrook Church in Northwest Houston and is sponsored by Cushcity.com, one of the leading Web sites promoting African-American literature. The Festival will be an outdoor, tented event and will be free to the public.

This 9th annual event will include the following features:

- Corporate exhibits and booths
- Author and vendor exhibits
- Featured author discussions and signings
- Book Club Meet and Greet
- Spoken Word Poetry Slam
- Free workshops and seminars
- Reception, two breakfasts and Friday Power Lunch
- And More!

In the following pages of this sponsorship packet you will find detailed information about the Festival and how you, as a sponsor, can receive the maximum benefits and exposure.

If you have any questions or require our assistance, please do not hesitate to contact us at the phone number or e-mail address below.

Sincerely,

Gwen Richardson

Gwen Richardson
National Coordinator
National Black Book Festival
(281) 444-4265
g Richardson@cushcity.com



Sponsorship Opportunities

If you desire to brand your company to thousands, the National Black Book Festival offers several sponsorship opportunities to companies of all types and sizes. Should you have a specific request or need, we can also develop a sponsorship package tailored especially for you.

Title Sponsor

The Title Sponsor is the most prestigious sponsorship level of our event, with significant and valuable benefits to the sponsoring company or organization. **The value of the sponsorship is \$35,000.**

The benefits of being a Title Sponsor are:

- Title of "Official Title Sponsor of the 2016 National Black Book Festival"
- Sponsorship exhibit area provided by NBBF
- Company name and logo on print advertisements
- Company name/logo on television advertisements
- Company name mentioned on radio announcements
- Company name and logo on official Festival banners
- Company name and logo printed on Official Visitor Guest Pack
- Company flyers distributed in Festival gift bag
- Exclusive press release sent announcing company's sponsorship of NBBF
- Hyperlink exchange between sponsor and NBBF Web Site
- Prime full-page advertisement in Festival newspapers
- Right to Use Event Name in All Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 10 Tickets to the "Welcome to Houston" Thursday evening reception
- 1 complimentary table at the Get Acquainted Friday morning breakfast
- 1 complimentary table at the Friday Power Lunch
- 1 complimentary table at the Networking Breakfast on Saturday



Corporate Sponsor

The Corporate Sponsorship is perfect for companies that want to reach the masses through high-visibility marketing efforts with the National Black Book Festival. **The value of the sponsorship is \$25,000.**

The benefits of being a Corporate Sponsor are:

- Title of "Official Corporate Sponsor of the 2016 National Black Book Festival"
- Company name and logo on print advertisements
- Company name and logo on official Festival banners
- Company flyers distributed in Festival gift bag
- Exclusive press release sent announcing company's sponsorship of NBBF
- Prime full-page advertisement in Festival newspapers
- Company Logo on NBBF Web Site
- Sponsorship exhibit space
- Right to Use Event Name in All Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 10 Tickets to the "Welcome to Houston" Thursday evening reception

Associate Sponsor

As an associate sponsor, you will have a tremendous opportunity to reach the masses at the National Black Book Festival by receiving preferred placement and establishment of your company's brand through the high-profile marketing efforts of the Festival. **The value of the sponsorship is \$15,000.**

The benefits of being an Associate Sponsor are:

- Title of "Official Associate Sponsor of the 2016 National Black Book Festival"
- Company name and logo on print advertisements
- Company flyers distributed in Festival gift bag
- Exclusive press release sent announcing company's sponsorship of NBBF
- Company Logo on NBBF Web Site
- Sponsorship exhibit area provided by NBBF
- Right to Use Event Name in All Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 10 Tickets to the "Welcome to Houston" Thursday evening reception

NBBF Partner

NBBF Partner sponsorships are perfect for companies that have a primary goal of reaching the masses at the National Black Book Festival for the purpose of direct selling. **The value of this sponsorship is \$10,000.**

The benefits of being a NBBF Partner are:

- Title of "Official Partner of the 2016 National Black Book Festival"
- Company name on print advertisements
- Company flyers distributed in Festival gift bag
- Exclusive press release sent announcing company's sponsorship of NBBF
- Company Logo on NBBF Web Site
- Sponsorship exhibit area provided by NBBF
- Right to Use Event Name in All Marketing Campaigns
- 5 Tickets to the "Welcome to Houston" Thursday evening reception
- 5 Tickets to the Friday Power Lunch
- 5 Tickets to the Friday and Saturday Breakfasts

NBBF Specialty Sponsor

NBBF Specialty sponsorships are perfect for companies who would like a targeted focus on specific aspects of the Festival. Specialty sponsors are sought for the following areas:

- **Children's Exhibit area:** Sponsorship includes clowns, face painting, free children's gifts, and mobile theater for two full days (Friday and Saturday)

Cost of sponsorship: \$5,000.00

Benefits:

- 10 x 10 exhibit area inside the exhibit area
- Signage on outside of exhibit area indicating sponsorship
- Company name on print advertisements
- Company flyers distributed in Festival gift bag
- Company Logo on NBBF Web Site
- 3 Tickets to the "Welcome to Houston" Thursday evening reception
- 2 Tickets to the Friday and Saturday Breakfasts

- **Entertainment Exhibit area:** Sponsorship includes stage, sound equipment rental, high-profile entertainers on Friday and Saturday.

Cost of sponsorship: \$5,000.00

Benefits:

- 10 x 10 exhibit area inside the exhibit area
- Signage on outside of exhibit area indicating sponsorship
- Company name on print advertisements
- Company flyers distributed in Festival gift bag
- Company Logo on NBBF Web Site
- 3 Tickets to the "Welcome to Houston" Thursday evening reception
- 2 Tickets to the Friday and Saturday Breakfasts

- **Seminar Exhibit areas:** Sponsorship includes A/V equipment, travel for high-profile seminar panelists, handouts to attendees

Cost of sponsorship: \$5,000.00

Benefits:

- 10 x 10 exhibit area inside the exhibit area
- Signage on outside of exhibit area indicating sponsorship
- Company name on print advertisements
- Company flyers distributed in Festival gift bag
- Company Logo on NBBF Web Site
- 3 Tickets to the "Welcome to Houston" Thursday evening reception
- 2 Tickets to the Friday and Saturday Breakfasts

NBBF Event Sponsor

NBBF Event sponsorships are perfect for companies who would like a targeted focus on a specific Festival event. Event sponsors select one of the following Festival events to sponsor:

- Welcome to Houston Reception - Thursday evening - October 27, 2016
- Get Acquainted Breakfast - Friday morning - October 28, 2016
- Power Lunch - Friday Noon - October 28, 2016
- Networking Breakfast - Saturday morning - October 29, 2016

The value of this sponsorship is \$2,500. The benefits of being a NBBF Event Sponsor are:

- Company Logo on NBBF Web Site
- Prominent sponsor banner/signage at event location
- Sponsor representative makes 5- to 10-minute presentation at event
- Company flyers distributed in Festival gift bag
- 10 Tickets to sponsored event



NBBF Patron

NBBF Patron sponsorships are designed for companies that provide **in-kind contributions with a value of between \$1,000 and \$2,500**. These in-kind contributions must be at the specific request of NBBF and provide services or products essential to the event.

The benefits of being a NBBF Patron are:

- Company Logo on NBBF Web Site
- Company flyers distributed in Festival gift bags
- Company announced at Festival and/or Festival events
- 4 Tickets to one NBBF event of choice

NBBF Associate

NBBF Associate sponsorships are designed for entrepreneurs and small to medium businesses with limited sponsorship budgets.

The value of this sponsorship is \$500.00. The benefits of being a NBBF Associate are:

- Company Logo on NBBF Web Site
- 1/4 page advertisement in NBBF souvenir program
- 2 Tickets to one NBBF event of choice