



March 4 & 5, 2011

Random House Book Fair Sponsorship Opportunities Guide

The Random House Book Fair was created in 1997 through a partnership of the Carroll Community College Foundation and Random House, Inc. as a fundraising event that strives to raise awareness of the importance of reading, literacy, and learning. In its thirteenth year, the Random House Book Fair has become a signature event for the college attracting over 4,000 people each year.

Promotional Sponsor - \$5,000

- Name on specified promotional materials
- Mention on specified pre and post event advertising and publicity
- Full page ad in the front section of the program book
- Exhibitor table space in the Great Hall
- Banner displayed in the Great Hall
- Listed on event website with link to your website
- Invitation for two to the President's Luncheon

Program Book Sponsor - \$5,000

- Title Sponsorship of the Program Book
- Sign in the Program Book distribution area, indicating sponsorship
- Mention on specified pre and post event advertising
- Full page ad on back cover of program book
- Exhibitor table space in the Great Hall
- Banner displayed in the Great Hall
- Listed on event website
- Invitation for two to the President's Tea

Guest Author Sponsor - \$3,500

- Title sponsorship of the Guest Author Readings and Book Signings
- Sign at Guest Author appearances indicating sponsorship
- Mention on pre and post specified event advertising
- Full page ad in the program book
- Exhibitor table space in the Great Hall
- Banner displayed in the Great Hall
- Invitation for two to the President's Luncheon
- Listed on event website

Financial Literacy Sponsor - \$2,500

- Title sponsorship of the Financial Literacy forum
- Sign in the Financial Literacy forum indicating sponsorship
- Full page ad in the program book
- Exhibitor space in the Great Hall
- Banner displayed in the Great Hall
- Listed on event website

Venue Sponsor - \$2,000

- Title sponsorship of one of the following venues: Kick Off, Poetry Place, Broadcast, Children's Area, Exhibitor, President's Luncheon, Family Literacy, Student Writing Contest, and the Silent Auction (**additional benefits with each venue will apply**)
- Full page ad in the program book
- Banner displayed in the Great Hall
- Exhibitor Booth in the Great Hall during the Saturday activities (*approximately 4,000 visitors*)
- Opportunity to provide give-aways on Saturday at your table
- Listed as a major sponsor on the following promotional pieces:
 - Book Mark, if committed by Nov. 1st.
 - Event Tri-fold (*distributed to approx. 50,000 local households*)
 - Event website

Publisher Sponsor - \$1,500

- Full Page ad in the program book
- Banner displayed in the Great Hall
- Exhibitor Booth in the Great Hall during the Saturday activities (*approximately 4000 visitors*)
- Mention on specified pre and post event advertising and publicity
- Listed on sponsor page in the program book
- Listed on thank you ads following the event

Editor Sponsor - \$1,000

- Full Page ad in the program book **or** exhibitor space in the Great Hall
- Banner displayed in the Great Hall
- Listed on sponsor page in the program book
- Listed on thank you ads following the event

Composer Sponsor - \$500

- ½ page ad in the program book
- Listed on a banner displayed in the Great Hall
- Listed on sponsor page in the program book
- Listed on thank you ads following the event