

**Event Summary:**

The Collingswood Book Festival is South Jersey’s premiere literary event for readers of all ages to come together and celebrate “the book.” Going into its 22<sup>nd</sup> year, the festival is filled with families, friends and opportunities to show your company’s support for reading and literacy. Our sponsorship packages take your message to thousands of local readers not just on event day, but months before as the publicity machine ramps up year after year.

**Details at a Glance:**

Date: October 5, 2024  
 Location: Downtown Collingswood, NJ  
 Attendance: Approximately 6,000  
 Exhibitors: 275 +  
 Authors: 40 +

**Print & Internet Exposure:**

*Representing your company’s logo or name*

*Pre-Event Print and Outdoor Advertising*

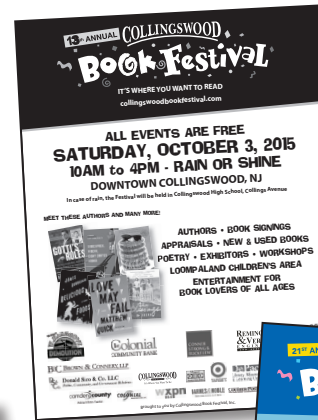
- What’s On Haddonfield
- Sun Publications
- The Philadelphia Inquirer
- The Courier Post
- Street Banner across Haddon Avenue
- Retrospect Newspaper
- Social Media and Digital Advertising

*Event Day Promotions*

- Official festival brochure
- Street Banner across Haddon Avenue
- Announcement system emcee mentions
- Tent/Stage Sponsorship

*Website & Internet*

- Logo, sponsor level and link from the high traffic collingswoodbookfestival.com website for a full year.
- Festival is linked from dozens of participating author and exhibitor sites both regionally & nationally.
- Social Internet Marketing on Facebook, Twitter and Instagram.



Sample Advertising & Poster



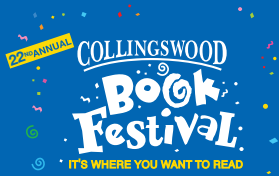
Official Brochure



Street Banners



Website



# Sponsorship Opportunities

## Sponsorship Levels:

*Literary Masterpiece, "Presenting Sponsor"* \$5,000

- one available

- Company logo on main town street banner for two weeks prior to the event.
- Billing as "Presenting Sponsor" in festival literature, press releases and advertising.
- Emcee announcements of your support on the town-wide announcement system in every announcement.
- Logo of company included in advertising, promotional brochure and day-of-event map in a primary position as presenting sponsor.
- Logo included on each page of festival website for an entire year with a direct link to your company's website.

*Instant Classic* \$2,500

- Company logo and message on a tent banner within the street festival.
- Emcee announcements of your support on the town-wide announcement system on event day.
- Logo of company included in advertising, promotional brochure and day-of-event map as a sponsor.
- Logo included on each page of festival website for an entire year with a direct link to your company's website.

*Best Seller* \$1,000

- Logo of company included in advertising (optionally your company name may appear as a typeface in smaller advertising).
- Logo included on each page of festival website for an entire year with a direct link to your company's website.

## Contact:

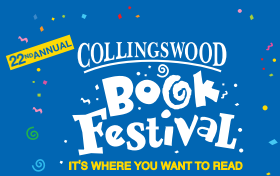
Sharon Hackett  
info@collingswoodbookfestival.com

## Past Sponsors:

Join our growing list of sponsors year after year!



The Collingswood Book Festival, Inc.  
is a New Jersey Non-Profit Corporation.



## Sponsorship Level

We would like to be an official sponsor at the following sponsorship level (please check)...

- “Literary Masterpiece”                      \$5,000
- “Instant Classic”                                \$2,500
- “Best Seller”                                        \$1,000

(Checks should be made payable to “Collingswood Book Festival”.)

## Official Contact

Name of business or organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Other Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsorship Signature: \_\_\_\_\_

I (above signed) signify that the respective organization agrees to abide by all festival rules and regulations, to supply needed corporate logos and usage information and to pay the noted sponsorship fees prior to August 1, 2024. I will in no way hold the festival, its organizers, the Borough of Collingswood, its affiliates or third party organizations liable for any damages caused directly or indirectly by my company’s participation.

## Complete Your Registration

Enclose top portion of this page with payment and mail to:

Collingswood Book Festival  
P.O. Box 284  
Collingswood, NJ 08108

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