



VIRTUAL
**ANNAPOLIS
 BOOK
 FESTIVAL**
 AT KEY SCHOOL
 APRIL 24 & 25, 2021

SPONSORSHIP OPPORTUNITIES

534 Hillsmere Drive
 Annapolis, MD • 410.263.9231
keyschool.org/annapolisbookfestival

The Annapolis Book Festival, a respected, free community event now in its 18th year, attracts over 3,000 visitors annually. Sponsors will benefit from a multi-month marketing campaign and an anticipated live remote by C-SPAN BookTV, which is rebroadcast nationally many times throughout the year.

You or your company can be a part of this event with one of the sponsorship opportunities outlined here; each of which is designed to provide maximum visibility.

TITLE SPONSOR \$15,000

- Premium position of name or logo during anticipated C-SPAN BookTV coverage and virtual panel presentations
- Premium placement of name or logo and link on the Festival website
- Name or logo on Festival poster
- Full-page advertisement magazines/newspapers
- Premium position on Festival t-shirts
- Recognition in Annapolis Book Festival publicity
- Promotion through Festival and Key School social media outlets

BOOKER SPONSOR \$10,000

- Name or logo displayed during anticipated C-SPAN BookTV coverage and virtual panel presentations
- Placement of name or logo and link on the Festival website
- Name or logo on Festival t-shirts
- Recognition in Annapolis Book Festival publicity
- Promotion through Festival and Key School social media outlets

PULITZER SPONSOR \$5,000

- Name or logo displayed during anticipated C-SPAN BookTV coverage and virtual panel presentations
- Placement of name or logo and link on the Festival website
- Name or logo on Festival t-shirts
- Recognition in Annapolis Book Festival publicity
- Promotion through Festival and Key School social media outlets

NOBEL SPONSOR \$2,500

- Name or logo displayed during anticipated C-SPAN BookTV coverage and virtual panel presentations
- Placement of name or logo and link on the Festival website
- Name or logo on Festival t-shirts
- Promotion through Festival and Key School social media outlets

NEWBERY SPONSOR \$1,000

- Placement of name or logo and link on the Festival website
- Name or logo on Festival t-shirts
- Promotion through Festival and Key School social media outlets

CALDECOTT SPONSOR \$500

- Placement of name or logo and link on the Festival website
- Name or logo on Festival t-shirts

SPONSORSHIP CONTACT INFORMATION

SPONSOR NAME (AS IT WILL APPEAR IN PRINT): _____

CONTACT PERSON: _____

ADDRESS: _____ CITY/STATE/ZIP: _____ TELEPHONE: _____

WEBSITE ADDRESS: _____ EMAIL: _____

RELATIONSHIP TO SCHOOL: CURRENT PARENT ALUMNI/AE/X PARENT OF ALUMNI/AE/X GRANDPARENT FRIEND OTHER

PLEASE DESIGNATE MY/OUR GIFT AS FOLLOWS: TITLE SPONSOR - \$15,000 BOOKER SPONSOR - \$10,000 PULITZER SPONSOR - \$5,000

NOBEL SPONSOR - \$2,500 NEWBERY SPONSOR - \$1,000 CALDECOTT SPONSOR - \$500 FRIEND OF THE FESTIVAL - \$100

AMOUNT DUE: _____ PAYMENT METHOD: CASH CHECK CREDIT CARD (VISA MASTERCARD AMERICAN EXPRESS)

CREDIT CARD #: _____ CVV #: _____ EXP DATE: _____

SIGNATURE: _____ DATE: _____

For more information please contact Trish Gallant at tgallant@keyschool.org or 443.321.7820.