



# 2022 SUNSHINE STATE BOOK FESTIVAL

*BRINGING READERS AND WRITERS TOGETHER*

## Sponsorship Invitation

### Introduction

The Writers Alliance of Gainesville (WAG), a 501(c)(3) nonprofit organization, is hosting its 3rd annual Sunshine State Book Festival on January 29 and 30, 2022. WAG is recognized by the city and state for providing quality support for existing and budding North Central Florida writers and illustrators. The purpose of the two-day festival is to bring writers and readers together and celebrate Gainesville's place in Florida's literary and cultural heritage. The Saturday event is a book festival featuring 100 authors who will sell and autograph their books. On Sunday, five guest authors and subject matter experts will present lectures at the Matheson Museum. All festival events will be free to the public.

WAG is inviting you, a member in good standing in the Gainesville Community, an opportunity to support this venture. To get a better understanding of WAG's mission, visit [WritersAlliance.org](http://WritersAlliance.org).

### Background

Data collected from the 2020 and 2021 Sunshine Book Festivals prove that your investment will reach a great number of people within the Gainesville Community. Almost 3,000 people visited the 2020 Book Festival at Santa Fe College. Over 5,000 people visited the online Book Festival in 2021. Sponsorships have contributed greatly to previous festivals' successes.

### Expectations of the 2022 Sunshine State Book Festival

As this is the third Sunshine State Book Festival hosted by WAG, the expectations are high. WAG has established a framework for a smooth presentation of authors and books. WAG has generated two years' worth of community interest and will continue advertising and marketing to potential readers. Through outreach, we are building a community of readers. There is evidence that a literate community is healthier, happier, and more economically sound.

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 had past 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. By associating yourself with our cultural community-outreach event, your organization will reap the rewards of your investment.

All sponsors will be recognized on the festival website, and most, if not all, printed materials. All sponsors will be thanked personally and recognized publicly for their community support and involvement.

## How sponsorship funds will be used

All of the festival committee members donate their time. Speaker honorariums are covered by a Florida Humanities grant. Sponsor donations are used to pay for facility and table rental, liability insurance, printing costs, web services, and marketing expenses, including TV, radio, social media, and print. We are happy to provide prospective donors with a copy of our most recent expense report upon request.

## 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.

WAG is 100% volunteer run. We are requesting monetary contributions to help make the 2022 Sunshine State Book Festival a success. Any donation is appreciated. Checks should be made payable to:

**Writers Alliance of Gainesville, Inc.**

PO Box 358396

Gainesville, FL 32635-8396

We also accept donations by credit card and PayPal.

Your point-of-contacts are Jenny Dearing and Mallory O'Connor. If we can answer any questions about your sponsorship, please contact one of us. If we cannot, we will put you in touch with someone who can; WAG's president Jess Elliott or Pat Caren, SSBF Chair would be happy to discuss the festival with you.

*Thank you for your support*

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