



## 24<sup>th</sup> Annual Virginia Literary Awards Celebration

**Presented by the Library of Virginia  
October 12–16, 2021**

Virginia is home to a diverse and ever-growing group of accomplished novelists, nonfiction writers, and poets. *The Virginia Literary Awards* annually honors the finest in Virginia literary achievements with awards recognizing the best in Fiction, Nonfiction, and Poetry. Also awarded are the People's Choice Awards for Fiction and Nonfiction.

*The Virginia Literary Awards* will be celebrated this year with a week-long, series of author conversations. Anchoring the week will be the *Awards Ceremony*, on Saturday, October 16, with nominated authors, presenters, and the multi-talented, award-winning Adriana Trigiani as mistress of ceremony. The awards ceremony will also feature a nationally recognized speaker. Past speakers have included David Baldacci, Douglas Brinkley, Nikki Giovanni, and Susan Orlean.

This premier event is attended by over 200 people annually. Due to COVID-19, events were livestreamed for the first time in 2020 for free on our YouTube and Facebook channels resulting in more than 4,000 video views – **doubling the event's reach 20 times over**. The numbers continue to climb because these videos will live online in perpetuity. The 2021 program will connect with more people than ever before through a combination of in-person and live-streamed events.

**We hope you will join us for this signature Library event!**

**LIBRARY  
OF VIRGINIA**



# Sponsorship Benefits and Levels

RECOGNITION	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500	\$1,500
Recognition on all virtual events and promotional material associated with events on Facebook live, YouTube and other streaming channels.	Leading Logo	Logo	Logo	Logo	Name	Name
Recognition at In-Person Events*	Leading Logo	Logo	Logo	Logo	Name	Name
Recognition on event invitation, website, and social media	Leading Logo	Logo	Logo	Logo	Name	Name
Opportunity to sponsor author award	as preferred	to be negotiated	to be negotiated	to be negotiated		
Opportunity to sponsor finalist panel presentation	as preferred	to be negotiated	to be negotiated			
Included in paid advertising and related media	Logo	Logo	Logo			

BENEFITS	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500	\$1,500
Copy of Literary Award books	All finalists	Winners	Winners	Winners	Signed copy of your choice	Choice of one
Tickets to In-Person Events*	12	10	8	6	4	2
Tickets to the Mary Lynn Kotz Award Presentation*	4	4	4	4	2	2
Opportunity for spokesperson to remote announce award winner to masses via YouTube, Facebook, and other streaming channels	as preferred	to be negotiated				
Opportunity for spokesperson to remote welcome attendees during one of the virtual programs during the week to masses via YouTube, Facebook, and other streaming channels	as preferred	to be negotiated				
Opportunity for spokesperson to remote welcome during Saturday evening's virtual Literary Awards to masses via YouTube, Facebook, and other streaming channels and give welcome at In-Person events.*	as preferred					

**All sponsor packages include:**

- Name recognition on-screen during the *Literary Awards* celebration;
- Promotion on the Library of Virginia social media pages, with 20,000+ followers.
- Promotion on the Library of Virginia and Virginia Shop websites, with more than 4 million unique visitors each year.

**Please contact Elaine McFadden at 804-692-3592 or [elaine.mcfadden@lva.virginia.gov](mailto:elaine.mcfadden@lva.virginia.gov) to discuss sponsorship options.**

*\*As scheduled and available based on COVID-19 pandemic restrictions. Events in 2021 may be completely virtual.*