



## *The 23<sup>rd</sup> Library of Virginia Literary Awards Celebration Week* October 13 – 17, 2020

Virginia is home to a diverse and ever-growing group of accomplished novelists, nonfiction writers, and poets. *The Library of 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 Library of Virginia Literary Awards** will be celebrated virtually this year with a week of author conversations and special events. Anchoring the week will be the *Art in Literature: The Mary Lynn Kotz Award* on Friday, October 16, and *The Library of Virginia Literary Awards*, on Saturday, October 17, with our nominated authors, presenters and special guests.

### *The Library of Virginia Literary Awards 2020* Sponsorship Opportunities

#### **Lead Sponsor - \$25,000**

Benefits include:

- Recognition throughout all virtual events and promotional material associated with event on Facebook live, YouTube and other streaming channels.
- Opportunity for spokesperson to remote welcome attendees during Saturday evening's virtual Literary Awards and/or present one of the awards (as preferred).
- A copy of each nominated book from 2020 awards.
- Company logo included in all promotional materials for the *Literary Awards*;
- Full page ad or equivalent in the *Literary Awards* program

#### **Premiere Sponsor - \$10,000**

Benefits include:

- Recognition throughout all virtual events and promotional material associated with event on Facebook live, YouTube and other streaming channels.
- Opportunity for spokesperson to remote welcome attendees during one of the virtual programs during the week (to be negotiated).
- A copy of each nominated book from 2020 awards.
- Company logo included in all promotional materials for the *Literary Awards*;
- Full page ad or equivalent in the *Literary Awards* program

### Sponsor - \$5,000

Benefits include:

- Recognition throughout all virtual events and promotional material associated with event on Facebook live, YouTube and other streaming channels.
- Opportunity to be listed as providing challenge support for day of selected category.
- A copy of each nominated book from 2020 awards.
- Company logo included in all promotional materials for the *Literary Awards*;
- Full page ad or equivalent in the *Literary Awards* program

### Challenge Partner - \$3,500

Benefits include:

- Recognition as primary sponsor/provider of challenge gift during selected virtual Literary Awards week program (to be negotiated).
- Opportunity to be listed as providing challenge support for day of selected category.
- A personalized signed copy of a nominated book from the sponsor's selected category.
- Individual name or company logo included in promotional materials for the *Literary Awards*;
- Individual name or company logo displayed during the *Literary Awards* virtual event;

### Partner - \$1,500

Benefits include:

- A personalized signed copy of an author's book of your choice;
- Individual name or company logo included in promotional materials for the *Literary Awards*;
- Individual name or company logo displayed during the *Literary Awards* event;

### Schedule (Events start at 6:00 pm)

Tuesday, October 13, 2020	Finalist Panel #1
Wednesday, October 14, 2020	Finalist Panel #2
Thursday, October 15, 2020	Finalist Panel #3
Friday, October 16, 2020	Mary Lynn Kotz Award Virtual Program
Saturday, October 17, 2020	Virtual Literary Awards Hosted by Adriana Trigiani

### ***All sponsor packages include:***

- Name recognition on-screen during the *Literary Awards* celebration;
- Promotion on the Library of Virginia and Virginia Shop Facebook pages, with 6,500+ fans.
- Promotion on the Library of Virginia and Virginia Shop websites, with more than 4 million unique visitors each year.

For more information or to become a sponsor, please contact  
Dawn Greggs at (804) 692-3813 or [dawn.greggs@lva.virginia.gov](mailto:dawn.greggs@lva.virginia.gov).



**Literary Awards Celebration** – Saturday, October 17, 2020, 6:00 pm, *Library of Virginia*

**Please select your Literary Awards sponsorship level below and submit all requested information by September 10, 2020 to ensure inclusion on marketing & program materials.**

**Oct. 17 Celebration Sponsorship**

- \$25,000    Lead Sponsor
- \$10,000    Premiere Sponsor
- \$5,000      Sponsor
- \$3,500      Challenge Partner
- \$1,500      Partner

**Payment Method:**     Check - Total Enclosed: \_\_\_\_\_     Please send Invoice  
(A portion of your sponsorship is tax-deductible.)

**Sponsor Name:** \_\_\_\_\_  
*(List name to be printed on recognition and event materials.)*

**Address:** \_\_\_\_\_

**Contact Person/Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Facebook Page:** \_\_\_\_\_

**Twitter:** \_\_\_\_\_

***Thank you for your support of the 23<sup>rd</sup> Annual Library of Virginia Literary Awards!***

**[For more information or to send form, logo, ad information, or payment to:](#)**

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