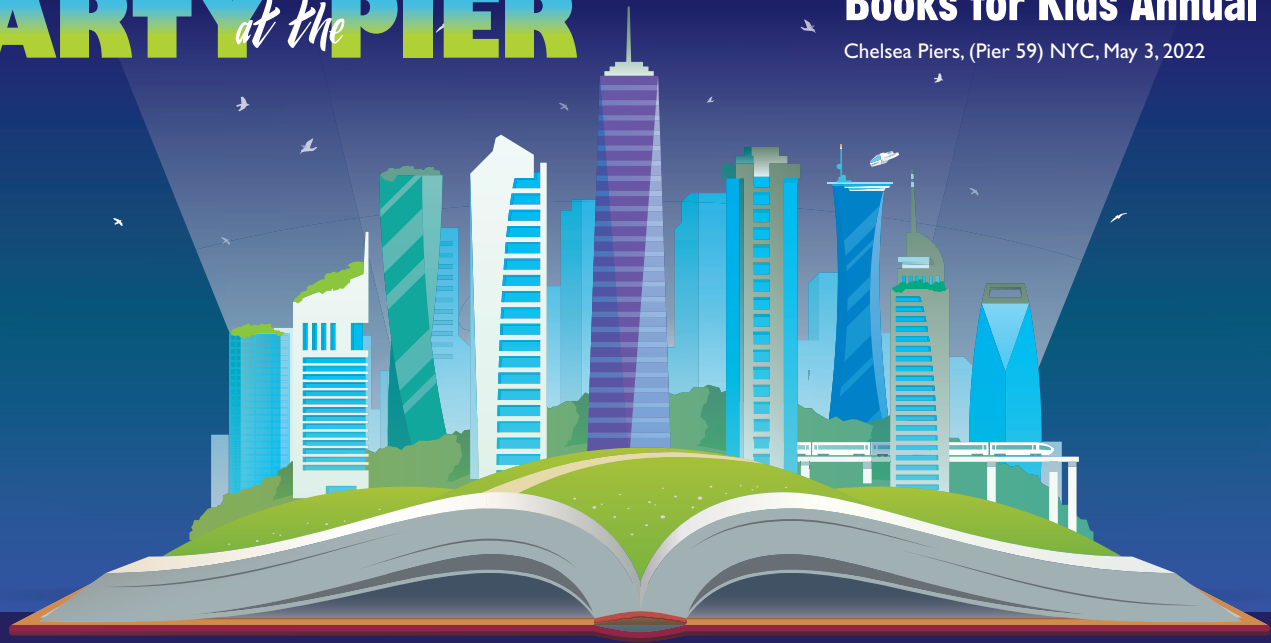


# PARTY *at the* PIER

## Books for Kids Annual Gala

Chelsea Piers, (Pier 59) NYC, May 3, 2022



Books for Kids promotes literacy among preschool-aged children in under-resourced communities. We create libraries and implement literacy programs in order to help children develop the critical early literacy and social-emotional skills they need to be successful in kindergarten and beyond.

## SPONSORSHIP OPPORTUNITIES

### TITLE SPONSORSHIP \$50,000

- Name on all event materials and in all event outreach
- Name and logo recognition on "library corner" at event
- Premier event signage
- Logo on front of event journal and two-page spread in event journal (depending on availability and date of commitment)
- Sponsored signature cocktail
- Custom sponsor hashtag
- Recognition by emcee at the event
- Prominent placement of sponsor name and logo on event webpage
- Social media blasts on Facebook, Twitter, and Instagram acknowledging the sponsorship
- Virtual Signage: Name/Logo featured in pre-recorded event program
- Opportunity to include a sponsor message during pre-recorded event program
- Thanked by name in pre-recorded event program
- Reserved seating for guests during program (2 tables of 10)
- 20 Party Tickets

Tax deductible portion: \$46,400  
Non-deductible portion: \$3,600

### WORDSMITH SPONSORSHIP \$25,000

- Name and logo on event sponsorship signage and in event journal
- Full-page ad in event journal (depending on availability and date of commitment)
- Social media blasts on Facebook, Twitter, and Instagram acknowledging the sponsorship
- Recognition of sponsor name and logo on event webpage
- Thanked by name in pre-recorded event program
- Virtual Signage: Name/Logo featured in pre-recorded event program
- Opportunity to include a sponsor message during pre-recorded event program
- Recognition by emcee at the event
- Reserved seating for guests during program (1 table of 10)
- 10 Party Tickets

Tax deductible portion: \$23,200  
Non-deductible portion: \$1,800

### LIBRARIAN SPONSORSHIP \$10,000

- Name and logo on event sponsorship signage and in event journal
- Half-page ad in event journal (depending on availability and date of commitment)
- Social media blasts on Facebook, Twitter, and Instagram acknowledging the sponsorship
- Recognition of sponsor name and logo on event webpage
- Thanked by name in pre-recorded event program
- Virtual Signage: Name/Logo featured in pre-recorded event program
- 6 party tickets

Tax deductible portion: \$8,920  
Non-deductible portion: \$1,080

### BIBLIOPHILE SPONSORSHIP \$5,000

- Name and logo on event sponsorship signage and in event journal
- Quarter-page ad in event journal (depending on availability and date of commitment)
- Social media blasts on Facebook, Twitter, and Instagram acknowledging the sponsorship
- Recognition of sponsor name and logo on event webpage
- 4 party tickets

Tax deductible portion: \$4,280  
Non-deductible portion: \$720

### JOURNAL ADS

- \$250 Quarter-page ad
- \$500 Half-page ad
- \$1,000 Full-page ad

Costs of ad space is fully tax-deductible

### BOOKWORM SPONSORSHIP \$2,500

- Quarter-page ad in event journal (depending on availability and date of commitment)
- Recognition of sponsor name and logo on event webpage and in event journal
- Social media blasts on Facebook, Twitter, and Instagram acknowledging the sponsorship
- 2 party tickets

Tax deductible portion: \$2,140  
Non-deductible portion: \$360

### READER \$350

- Single Party Ticket
- Tax deductible portion: \$170  
Non-deductible portion: \$180

### READERS TABLE \$6,000

- 10 Single Party Ticket
  - Reserved seating for guests during program (1 table of 10)
- Tax deductible portion: \$4,300  
Non-deductible portion: \$1,700

For sponsorships and any questions, please contact Robin Adelson.  
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