

# LATIN AMERICAN BOOK FAIR

## Sponsorship Package



### EMAIL

[philaferiadellibro@gmail.com](mailto:philaferiadellibro@gmail.com)

### WEB

[www.latinbookfair.com](http://www.latinbookfair.com)

|  @latinbookfair

|  @latinbookfair



Dear Prospective Sponsor,

We are pleased to inform you that we are organizing the Fourth Latin American Book Fair. To celebrate our heritage, language, and culture, we want to gather readers of all ages, authors, writers, illustrators, designers, and the Philadelphia community. The book fair is expected to get a significant response from the entire city. This event will combine storytelling, book releases, music, and artistic performances. Our main goal is to promote a reading culture in our community and encourage writers to present their work. Sponsoring the Latin American Book Fair allows your business to get its name in front of thousands of people, help our initiative become a success, and create an excellent opportunity to contribute to our children's education. Thank you for taking the time to review this sponsorship proposal.

We are looking forward to hearing from you soon.

**Organizing Committee**

**Email: [philaferiadellibro@gmail.com](mailto:philaferiadellibro@gmail.com)**

**[www.latinbookfair.com](http://www.latinbookfair.com)**

# **TITLE SPONSOR**

## **EXCLUSIVE PRESENTING SPONSOR**

**Cost: \$ 3500**

- ❖ Presenting sponsor of the event; LABF will be named “Latin American Book Fair presented by (your company logo here).”
- ❖ Presenting sponsor verbal name recognition at the start of the event
- ❖ 5 minutes speaking opportunity during the Latin American Book Fair
- ❖ Premier 20x10 booth space (includes 1 chair and table).  
Philadelphia Love Park  
Friday, September 23rd, from 10:00am to 4:30pm
- ❖ Presenting sponsor logo recognition on the event website and emails to all attendees
- ❖ Logo included at the beginning and end of the event video
- ❖ Mention on pre-recorded commercial streamed on all social media outlets and Madre Tierra TV show on Telemundo62 for 15 days prior to the event
- ❖ 60 live mentions on Philatinos Radio \$1200 value and presenting sponsor recognition commercial played throughout the three days of the event
- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 12 months
- ❖ 3 social media posts a week for 15 days prior to the event + 3 Facebook and 3 Instagram stories
- ❖ Media presence with corporate recognition in marketing materials for the LABF, including press releases (except Councilman David Oh release), newsletter, and virtual banners
- ❖ Introduction of your organization at the opening and closing of the Latin American Book Fair special broadcast on Madre Tierra Radio Show PhillyCAM 106.5 FM, Madre Tierra TV show on Telemundo62 and Philatinos Radio - Dates TBD

# JULIO CORTAZAR

**Cost:** \$ 1000

❖ 2 minutes speaking opportunity during the LABF opening ceremony at the Love Park

❖ Premier 10x10 booth space (includes 1 chair and table).  
Philadelphia Love Park  
Friday, September 23rd from 10:00am to 4:30pm

❖ Mention on pre-recorded commercial streamed on all social media outlets for 15 days prior to the event

❖ 20 live mentions on Philatinos Radio \$400 value and sponsor recognition commercial played throughout 15 days prior to the event

❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 6 months

❖ 2 social media post a week for 15 days prior to the event + 2 Facebook and 2 Instagram stories

❖ Media presence with corporate recognition in 1 event prior to the LABF; "Cafe con Autores" including virtual invites. Date TBD

❖ Introduction of your organization at the opening and closing of the Latin American Book Fair special broadcast on Madre Tierra TV Show Telemundo62 and Philatinos Radio - Dates TBD

\*All vendors must bring their own 10x10 canopy and additional chairs if needed!

# GABRIEL GARCÍA MÁRQUEZ

Cost: \$ 500

- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 6 months
- ❖ 2 social media posts a week for 15 days prior to the event + 1 Facebook and 1 Instagram story
- ❖ Introduction of your organization at the opening and closing of the Latin American Book Fair special broadcast on Madre Tierra TV Show Telemundo62 and Philatinos Radio - Dates TBD
- ❖ 10x10 booth space (includes 1 chair and table).

Philadelphia Love Park

Friday, September 23rd, from 10:00am to 4:30pm

\*All vendors must bring their own 10x10 canopy and additional chairs if needed!





# ISABEL ALLENDE

Cost: \$ 350

- ❖ Corporate logo displayed on the LABF website with a link to the sponsor site for 1 month
- ❖ 1 social media post on Facebook and Instagram prior to the event and 1 Facebook and 1 Instagram story
- ❖ 10x10 booth space (includes 1 chair and table).

Philadelphia Love Park

Friday, September 23rd, from 10:00am to 4:30pm

\*All vendors must bring their own 10x10 canopy and additional chairs if needed!



**Please join us to make this Book Fair a success!**

**Philadelphia Love Park**

**1599 John F Kennedy Blvd, Philadelphia, PA 19102**

**Friday, September 23rd**

**10:00 am to 4:30 pm**

Please complete the registration form and email it to [philaferiadellibro@gmail.com](mailto:philaferiadellibro@gmail.com)

If your organization's logo is to be included in the promotional materials, please send a PNG electronic file to **[philaferiadellibro@gmail.com](mailto:philaferiadellibro@gmail.com)**. If you do not have an electronic file of your logo, please contact Arianne Bracho at (267) 904-1086

Please make checks or money orders payable to:

**Accion Colombia**

**Memo line: Your sponsor level / LABF 2022**

Mail to:

Latin American Book Fair

Leity Rodriguez

4636 N 5th Street Philadelphia, PA 19140

Online payments by Venmo: [@accioncolombia](https://account.venmo.com/u/accioncolombia)

For more information, contact:

**Leity Rodriguez**

**215-399-7019**

**[leity.rodriguez@accioncolombia.org](mailto:leity.rodriguez@accioncolombia.org)**

**Please submit your registration and payment to secure your space!**