

LATIN AMERICAN BOOK FAIR

Sponsorship Package



EMAIL

philaferiadellibro@gmail.com

WEB

www.latinbookfair.com

|  @latinbookfair

|  @latinbookfair



Dear Prospective Sponsor,

We are excited to announce that the Latin American Book Fair is gearing up for its Fifth Edition, the Annual Book Fair, highlighting the most trending Latin authors in Philadelphia area!

This year's Book Fair will be on Saturday, October 14th, 2023, at The Taller Puertorriqueño. Now in its fifth year, this remarkable event attracts over 60 authors, 50 business and community readers and promises to be an incredible day, featuring live music, dancing, delicious food, and an exciting book silent auction!

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 hundreds 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

www.latinbookfair.com

TITLE SPONSOR

EXCLUSIVE PRESENTING SPONSOR

Cost: \$ 3,500

- ❖ 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 booth space (includes 1 chair and table).
Taller Puertorriqueño
Saturday, October 14th, from 11:00am to 5:00pm
- ❖ 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, 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: \$ 1,000

- ❖ 2 minutes speaking opportunity during the LABF opening ceremony
- ❖ Premier booth space (includes 1 chair and table).
Taller Puertorriqueño
Saturday, October 14th, from 11:00am to 5:00pm
- ❖ 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 si te for 6 months
- ❖ 2 social media post a week for 15 days prior to the event + 2 Facebook and 2 Instagram stories
- ❖ 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

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
- ❖ Premier booth space (includes 1 chair and table).
Taller Puertorriqueño
Saturday, October 14th, from 11:00am to 5:00pm

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
 - ❖ Premier booth space (includes 1 chair and table).
- Taller Puertorriqueño
Saturday, October 14th, from 11:00am to 5:00pm



Please join us to make this Book Fair a success!

Taller Puertorriqueño

2600 N 5th St, Philadelphia, PA 19133

Saturday, October 14th

11:00 am to 5:00 pm

Please complete the registration form and email it to 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**. 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 2023

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

Please submit your registration and payment to secure your space!

Limited spaces are available!