

MORRISTOWN
FESTIVAL
OF BOOKS
WHERE READERS & AUTHORS MEET
OCTOBER 13 & 14, 2017

Hello!

Thanks to the generosity, passion and hard work of so many, **Morristown is now home to New Jersey's premier book festival – The Morristown Festival of Books.**

Rave reviews last fall!

Bookreporter.com has touted Morristown Festival of Books as “one of our most highly anticipated events of the season.” Last year’s Festival boasted 6,500 attendees – nearly double the number from the previous year – and featured 40 award-winning and best-selling authors. On Friday night at MPAC, Keynote Speaker Sebastian Junger engaged a nearly sold-out crowd with his moving, thought-provoking, and timely presentation on our shared need for connection and its critical role in our survival. Book lovers returned on Saturday to hear some of the year’s hottest authors including National Book Award winner Colson Whitehead, international best-selling author Emma Donoghue, and Pulitzer Prize winners Bill Dedman, Gilbert M. Gaul, Amy Ellis Nutt, and Stacy Schiff.

In June 2016, *New York Times* best-selling author Paula McLain spoke to a sold-out audience at the Morris Museum’s Bickford Theatre as the first featured author of “Summer Spotlight,” which brings an established author to Morristown to whet the appetite for the fall Festival.

KidFest was also new to the Morristown Festival of Books last year and to say that it was a success is an understatement. Several of the sessions were filled to capacity with a total of over 1,800 attendees throughout the day. Children, parents, babysitters and grandparents came out in droves to hear and to meet some of their favorite authors such as R.L. Stine and Dan Gutman. Kids and their families also had the opportunity to explore their own creativity through music, crafts, writing workshops and yoga.

Planning for 2017

Festival volunteers are working hard to make this year’s event even better than the last. 2017 will bring a return of the widely popular Summer Spotlight on June 6 at the Morris Museum; the Keynote Event on Friday evening, October 13 at MPAC; and the Saturday main Festival on October 14, which includes free lectures, book signings, and the much-anticipated KidFest.

Morristown Festival of Books continues to deepen its partnerships with area schools, local libraries and arts organizations, and, as in years past, the Festival will donate a portion of all keynote ticket sales to benefit literacy.

We can't do it without you!

We truly need your help to support and grow this dynamic Festival, which has done so much to enhance the cultural experience of our communities. *Your sponsorship money is critical, because you make it possible to keep the main Saturday Festival free and open to all.*

On the back of this letter is a list of Giving Opportunities and Benefits. Please join us today as a sponsor of Morristown Festival of Books 2017 by sending in the form below.

With deep gratitude,

Linda Hellstrom, Festival Chair
Wendy Aretsy and Laurie Siegel, Festival Vice Co-Chairs

2017 Sponsorship Form

Please fill out your contact information on the reverse side of this form.

Check your desired sponsorship level:

- Festival Title Sponsor: \$25,000 Author Sponsor - Platinum: \$2,500
- Keynote Sponsor: \$15,000 Author Sponsor - Gold: \$1,500
- Presenting Sponsor: \$10,000 Author Sponsor - Silver: \$1,000
- KidFest SPonsor: \$8,500 Festival Fellow: \$500
- Venue Sponsor: \$5,000 Festival Friend: \$250
- Special Event Sponsor: \$5,000 Other: \$ _____



Make checks payable to
CFNJ for Morristown Festival
of Books or complete credit
card information on the
reverse.

MORRISTOWN FESTIVAL OF BOOKS October 13 & 14, 2017	Festival Title Sponsor	Keynote Sponsor	Presenting Sponsor	KidFest Sponsor	Venue Sponsor	Special Event Sponsor	Author Sponsor - Platinum	Author Sponsor - Gold	Author Sponsor - Silver	Festival Fellows	Festival Friend
SPONSORSHIP BENEFITS	\$25,000	\$15,000	\$10,000	\$8,500	\$5,000	\$5,000	\$2,500	\$1,500	\$1,000	\$500	\$250
Complimentary Keynote tickets in donor seating*	8	8	8	8	8	8	7	6	4	2	1
Advance sales for purchasing additional Keynote tickets											
Invitation to post-Keynote author/donor reception	8	8	8	8	8	8	7	6	4	2	1
Invitation to the VIP lounge on Festival Saturday	8	8	8	8	8	8	7	6	4	2	1
Verbal and/or printed recognition at Keynote and selected venues											
Recognition in the Festival program and web site											
Recognition on social media platforms with corporate logos											
Priority author selection opportunity to be an author host**											
Logo in Festival program and web site											
Opportunities for "meet and greet" special events											
Ad in Festival program											
Prominent signage and recognition on Festival grounds											
Prominent recognition in MFOB posters, ads, & web site											

* Additional tickets for the Keynote are available upon request for Presenting, Keynote, and Festival Title Sponsors.

** Sponsors who also want to be author hosts may select the authors on a first come, first served basis by the sponsorship amount and commitment date. An author may have several sponsors but only one host on the Festival day.

FOR QUESTIONS OR MORE INFORMATION

Please email: info@morristownbooks.org

MATCHING GIFT

Your company may match your contribution. Ask your employer for a matching gift form, then mail the completed form to the address on the reverse side.

SPONSOR INFORMATION

Donor name (for program donor listing): _____
 For organizations/book clubs sharing a sponsorship, please list all names, addresses and emails on a separate paper.
 Organization/book club name: _____
 Contact name: _____
 Contact address: _____
 Contact email: _____
 Phone: _____

CREDIT CARD INFORMATION

Amount: \$ _____ **VISA** **DISCOVER** **AMERICAN EXPRESS** **MasterCard**
 Name on card: _____ Expiration date: _____ CCV #: _____
 Card #: _____