

**SPONSOR THE WOMEN'S NATIONAL BOOK ASSOCIATION  
OCTOBER IS NATIONAL READING GROUP MONTH  
NATIONAL READING GROUP SELECTS GREAT GROUP READS**

**2011 Sponsorship Information**

**Become a Sponsor**

The WNBA invites individuals, publishers and trade organizations, bookstores and libraries, and other allied companies to become National Reading Group Month (NRGM) sponsors.

**2010 Official Sponsors**

Avon A, Dollar General Literacy Foundation, HarperCollins Publishers, Harper Paperbacks, Harper Perennial, Hyperion/Voice, Simon & Schuster, and Unbridled Books

**2009 Official Sponsors**

Dollar General Literacy Foundation, HarperCollins Publishers, Harper Perennial, Ingram Content Group, and Susannah Greenberg Public Relations

**2008 Official Sponsors**

HarperCollins Publishers, Harper Perennial, Hyperion Books, Hyperion Voice, The Random House Publishing Group, Reader's Circle, and Susannah Greenberg Public Relations

**2007 Founding Sponsors**

HarperCollins Publishers, Penguin Group (USA), The Random House Publishing Group, and Susannah Greenberg Public Relations

**Sponsor**

**Silver: \$2,500; Gold: \$5,000; Platinum: \$7,500**

**Silver: \$2,500**

- ▶ Listed as **Sponsor** in all press releases
- ▶ **Logo placement** on all WNBA and NRGM printed materials, advertisements and Web sites (Home page); links to respective Sponsor Web sites
- ▶ **Sustaining membership status** in WNBA, which provides ongoing recognition in written and Web-based materials and participation in WNBA events

**Gold: \$5,000**

- ▶ All **Silver benefits**
- ▶ **Public recognition** at Signature Event and other WNBA-sponsored NRGM venues
- ▶ **Book sales and product placement** at all WNBA-sponsored NRGM events
- ▶ **Author placement** at WNBA NRGM chapter events (nine chapters nation-wide)
- ▶ Select book-jacket placement **NRGM Featured Books** (NRGM event participating authors) on NRGM Web site (Home page)
- ▶ Invitation to participate in **NRGM Selects Great Group Reads** marketing initiative (October 2012)
- ▶ Sponsor recognition in **Web-based promotional campaigns**, i.e. social media communities on Twitter and Facebook

**Platinum: \$7,500**

- ▶ All **Silver and Gold benefits**
- ▶ **Author placement** (priority consideration) at WNBA NRGM chapter events (nine chapters nation-wide)
- ▶ Major **signage opportunities** at National Reading Group Month **Signature Event "Breakfast with Authors,"** hosted by WNBA/Nashville Chapter, at the Southern Festival of Books; **Sponsor** recognition Signature Event written program ("Breakfast" attendees, 175+; "Festival" attendees, 20,000+)
- ▶ Additional opportunities for visibility throughout sponsorship year (October 2011 thru September 2012), i.e. **advertising space and feature stories** in *The Bookwoman — The Official Publication of the Women's National Book Association* (published, 4x per year; print circulation, 13,500)

**Enhancement**

- ▶ **Special funding opportunities** available for select WNBA NRGM chapter events
- ▶ **Promotional sponsorships** open for **NRGM Selects Great Group Reads** marketing initiative
- ▶ **Premier Sponsor** title designation granted to the single highest donor; customized "best placement" options available

