



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

#### 2009 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.

##### 2009 Official Sponsors [as 8/7/09]

HarperCollins Publishers, Harper Perennial

##### 2008 Official Sponsors

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

##### 2007 Founding Sponsors

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

##### Sponsor \$2500 or more

\*Major **signage opportunities** at National Reading Group Month Signature Event  
(Note: 2009 NRGM Signature Event "Breakfast with Authors," hosted by WNBA/Nashville Chapter at the Southern Festival of Books); sponsor recognition Signature Event written program

\***Logo placement** on all WNBA and NRGM printed materials, advertisements and Web sites (Home page); links to respective sponsor Web sites

\*Sponsor recognition in **Internet promotional campaigns**, i.e. SN communities on Twitter and Facebook

\***Author placement** (priority consideration) at WNBA NRGM chapter events (10 chapters nationwide)

\*Select book-jacket placement **NRGM Featured Books** (NRGM event participating authors) on NRGM Web site (Home page)

\*Listed as sponsor in all press releases

\***Public recognition** at Signature Event and other NRGM venues

\***Book sales** at NRGM events

\*Additional opportunities for visibility throughout sponsorship year (October 2009 thru September 2010), i.e. **advertising space and feature story** in The Bookwoman – The Official Publication of the Women's National Book Assn.

\***Sustaining membership** in WNBA, which provides ongoing recognition in written and Web-based materials and participation in WNBA events

\***Title placement** (priority consideration) in the NRGM Selects Great Group Reads marketing initiative

Contact Jill Tardiff, NRGM Chair, (201) 656-7220, jtardiff-wnbanational@att.net for details.