

**SPONSOR THE WOMEN'S NATIONAL BOOK ASSOCIATION
OCTOBER IS NATIONAL READING GROUP MONTH
NATIONAL READING GROUP MONTH SELECTS GREAT GROUP READS
2017 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 and Friends.

2016 Official Sponsors / Friends of National Reading Group Month

Sponsor Premier Level: Sourcebooks – An Independent Vision

Friends of National Reading Group Month: American Booksellers Association (ABA); Andrew Carnegie Medal for Excellence in Fiction; Baker & Taylor – *the future delivered*; The Booklist Reader, (*Booklist*, American Library Association); Edelweiss (Above the Treeline, Inc.); Ingram Content Group; Net Galley – We Help Books Succeed; Reading Group Choices – Selections for Lively Discussions; Reading Group Guides – The Online Community for Reading Groups; Southern Independent Booksellers Alliance (SIBA)

Sponsorship Levels

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

Silver: \$2,500

- Listed as **Sponsor** in all press releases and related materials.
- **Logo placement** on all WNBA and NRGM printed materials, advertisements and websites (Home page); links to respective Sponsors' websites.
- **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 (11 chapters nation-wide).
- Select book-jacket placement **NRGM Featured Books** (NRGM event participating authors) on NRGM website (Home page).
- Invitation to participate in **NRGM Selects Great Group Reads** marketing initiative (October 2018).
- 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 (11 chapters nation-wide).
- Major **signage opportunities** at National Reading Group Month **Signature Event** hosted by WNBA-New York City in 2017 (centennial anniversary) **Sponsor** recognition Signature Event printed program.
- Additional opportunities for visibility throughout sponsorship year (October 2017 through September 2018), i.e. **advertising space and feature stories** in *The Bookwoman – The Official Publication of the Women's National Book Association*.

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.