

# Pen of the Writer Book Fest



**Friday, May 8 & Saturday, May 9, 2020**

**Montgomery County Fairgrounds Dayton, OH**

**Authors**

**Workshops**

**Interactive Learning for Children**

**[PowerBookFest.com](http://PowerBookFest.com)**



### Media Outlets

- WROU 92.1 FM
- WDAO 1210 AM
- WCSU 88.9 FM
- WDTN TV 2
- WKEF TV 22
- FOX TV 45
- *Dayton Daily News*
- *Dayton Weekly News*
- *Speak Woman Magazine*
- *JO Magazine*
- Social media, press releases, postcards, yard signs and more!

## Connecting your business to avid shoppers

POWER Book Fest is a great way for your company to reach an audience of avid shoppers and 925,000 residents with a media reach exceeding 2,000,000 impressions. As a sponsor, your company will benefit from greater visibility with individuals, businesses and organizations of the Dayton Metropolitan Area and beyond.

### In the beginning...

In 2004, Pen of the Writer hosted its first citywide event: Pen to Paper Literary Symposium. With aspiring authors traveling from as far as Oklahoma, the inaugural event set the stage to provide resources, information and networking for authors. Internationally-known speakers including Dan Poynter, Lynnette Khalfani Cox and Victoria Christopher Murray empowered guests with industry knowledge. The following year, an author book fair was added to connect authors and readers. To date, Pen of the Writer can be credited with launching writing careers for thousands of authors.

In 2010, Dayton Book Expo was founded to expand the book fair experience. The event, which hosted more than 700 authors, was honored with the Excellence in Arts Advocacy Award for distinguished service to the Dayton community. As this decade-long event concluded in 2019, POWER Book Fest was born.

POWER Book Fest is collaborating with The Indulge Event to host the first-of-its-kind shopping experience. Individually, our citywide events draw over 600 guests per annum. Collectively, we will attract over 1,000 guests and hundreds of vendors from multiple states.

# Benefits of Sponsorship

## Visibility for Your Company

Exposure to our engaged community of shoppers is on-going through live events and a comprehensive digital marketing campaign that includes email, Facebook, Twitter and LinkedIn.

## Enhance Your Community Outreach and Recruitment

Participation in the book fest, speaking opportunities and a presence in the exhibitor hall provide valuable opportunities to boost your brand.

## Exposure from Our Marketing Efforts

Radio spots, TV commercials, print advertisements, interviews and social media expand our reach to over 2,000,000 media impressions.



## Our Target Audience

Align your company with entrepreneurs, families and consumers

**Our authors** are professional, business-minded men and women.

- In 2019, 71 authors attended from DC and 11 states:  
CA, CO, GA, IL, IN, MI, OH, PA, SD, TN, WV
- Published traditional and independent titles
- Write in a myriad of genres including children's, fiction and inspirational
- Entrepreneurs from 6 to 84 years old

**Our avid shoppers** hail from the Dayton Metropolitan Area and beyond. Children, parents and grandparents attend the family-friendly event for the POWER Kids activities and children's books. High school and college-level students, along with professionals of varying career levels, experience the fest to connect with unique authors, attend book-industry workshops and network.

- In 2019, book lovers attended from  
GA, IN, MI, OH

A new initiative for 2020 is the Friday-Night Experience. This private preview includes live music, hors d'oeuvres and of course, shopping.

We have limited sponsorship opportunities available so confirm your participation today at [PowerBookFest.com](https://PowerBookFest.com).



## Sponsor Schedule

### Bestselling Title Sponsor

**\$5000**

Your company listed as the title sponsor in all press releases, interviews and advertisements (radio, TV, newspaper). This package includes

- Logo, “Title Sponsor” and hyperlink on [PowerBookFest.com](http://PowerBookFest.com) home page
- Pre-event press release to 325,000 opt-in members
- Company logo on 5,000 postcards
- Social media promotions
- Program book front-cover listing as “[title sponsor] presents the Pen of the Writer Book Fest”
- One 12-ft double-sided banner with your company name and logo
- Eight tickets to Friday-Night Experience
- “Title Sponsor” designation on PBF name badges
- Exhibit table at event
- Company promotional material given to book lovers
- Opportunity to address guests from stage
- Post-event eBlast to 25,000 fans, friends and followers
- Limited to one (1) POWER sponsor and one (1) Indulge sponsor

### Passionate Pens Sponsor

**\$2000**

A flag banner with your company name and logo used to identify authors by area. This package includes

- One 9-ft double-sided banner with your company name and logo
- Company logo on 5,000 postcards
- Program book full-page ad
- Mention in print and radio media
- Listing on [PowerBookFest.com](http://PowerBookFest.com) and social media
- Four tickets to Friday-Night Experience
- Company promotional material given to book lovers
- Post-event eBlast to 25,000 fans, friends and followers
- Limited to five (5) POWER sponsors



## Sponsor Schedule

### **POWER Shopping Bags Sponsor      \$1000**

POWER book lovers will receive a complimentary shopping bag. This package includes

- Company logo screened on 250 bags (one color)
- Program book quarter-page ad
- Mention in print and radio media
- Listing on [PowerBookFest.com](http://PowerBookFest.com) and social media
- Two tickets to Friday-Night Experience
- Company promotional material included in every bag
- Post-event eBlast to 25,000 fans, friends and followers
- Limited to three (3) POWER sponsors

### **POWER Kids Sponsor      \$750**

An area geared toward activities for children will run concurrent to the event. This sponsorship consists of supplies and personnel for face painting, balloon art, storytelling and crafts. This package includes

- 9-ft single-sided banner with your company name and logo
- Program book quarter-page ad
- Mention in interviews as “POWER Kids sponsored by [sponsor]”
- Listing on [PowerBookFest.com](http://PowerBookFest.com) and social media
- Post-event eBlast to 25,000 fans, friends and followers
- Limited to three (3) POWER sponsors

### **Name Badges Sponsor      \$500**

Your company logo on custom-printed name badges for authors, speakers and volunteers. This package includes

- Company logo on name badges
- Listing on [PowerBookFest.com](http://PowerBookFest.com) and social media
- Post-event eBlast to 25,000 fans, friends and followers
- Limited to three (3) POWER sponsors

### **Welcome Table Sponsor      \$100**

PBF authors and volunteers will be provided with breakfast. This package includes

- Signage at table
- Limited to ten (10) POWER sponsors

# Advertising Schedule

## Program Book

Affordable advertisement in the POWER program book is available. This 8.5”w x 11”h full-color book will be distributed to vendors and guests. Other benefits for advertising include

- Eblast to 25,000 fans, friends and followers
- Archived online for access long after the event

Investment	Ad Type	Ad Dimensions
\$2500	Front cover	8”w x 10.5”h
\$1000	Back cover	8”w x 10.5”h
\$ 500	Full page	8”w x 10.5”h
\$ 300	Half page	8”w x 5.25”h (landscape only)
\$ 200	Quarter page	4”w x 5.25”h
\$ 100	Business card	4”w x 2.625”h
\$ 50	Design fee	

## T-Shirt Ads

**\$ 500**

Promote your company logo on 50 walking billboards for exposure long after the event. These shirts will be worn by volunteers and given to book lovers throughout the day. This opportunity is available to ten (10) advertisers.

## Web Banner Ads

**Varies**

If you provide a product or service for authors, position your business in front of thousands of virtual consumers. Your ad will be in rotation on our home page with a hyperlink to your website.

A special banner will be dedicated to authors. Your book’s front cover (16 covers max) displayed for 12 months (April 2020 to April 2021). **NOTE:** Sexually explicit or graphically violent covers are not permitted.

## Ad Specs

- Ads must be submitted electronically by 5 PM EST March 31, 2020
- All text and images must be contained in a single file
- High-resolution (300 DPI) JPEG file according to the size noted
- File size not to exceed 10MB
- Web banner dimension: 995 W x 348 H pixels. All text and images must be contained in one high-resolution file not to exceed 2MB

Submitted ads that do not meet the noted specs will be rejected or charged a \$50 design fee. If you prefer, let us design your ad for \$50.

## Confirm Your Sponsorship or Advertisement

### I want to sponsor as follows:

- |  |        |
|--|--------|
| <input type="checkbox"/> Bestselling Title   | \$5000 |
| <input type="checkbox"/> Passionate Pens     | \$2000 |
| <input type="checkbox"/> POWER Shopping Bags | \$1000 |
| <input type="checkbox"/> POWER Kids          | \$ 750 |
| <input type="checkbox"/> Name Badges         | \$ 500 |
| <input type="checkbox"/> Welcome Table       | \$ 100 |

### I want to advertise as follows:

#### Program Book Ads

- |  |        |
|--|--------|
| <input type="checkbox"/> Front cover   | \$2500 |
| <input type="checkbox"/> Back cover    | \$1000 |
| <input type="checkbox"/> Full page     | \$ 500 |
| <input type="checkbox"/> Half page     | \$ 300 |
| <input type="checkbox"/> Quarter page  | \$ 200 |
| <input type="checkbox"/> Business card | \$ 100 |
| <input type="checkbox"/> T-shirt       | \$ 500 |

#### Web Banner Ads

- |   |        |
|---|--------|
| <input type="checkbox"/> 12-month rotation    | \$1200 |
| <input type="checkbox"/> 6-month rotation     | \$ 600 |
| <input type="checkbox"/> 3-month rotation     | \$ 300 |
| <input type="checkbox"/> Book cover (12 mths) | \$ 300 |
| <input type="checkbox"/> Design fee           | \$ 50  |

While all in-kind gifts are welcome, we seek monetary funds to support our expansion.

### Please promote my business:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

Mail the completed form along with payment by **March 31, 2020** to

POWER Book Fest  
c/o Pen of the Writer  
893 South Main Street – PMB 175  
Englewood, OH 45322

If preferred, email scanned document to [info@penofthewriter.com](mailto:info@penofthewriter.com) or fax to 888.802.1802.

Check enclosed (payable to Pen of the Writer)

Credit card payment. For security purposes, payments made by credit card can be submitted to [info@penofthewriter.com](mailto:info@penofthewriter.com) using [Paypal.com](https://www.paypal.com).

## Valerie J. Lewis Coleman

Best-selling author and award-winning publisher, Valerie J. Lewis Coleman serves professional speakers and experts to magnify and monetize their message by publishing quality books. With over fifteen years of experience in the book business, she has published over 130 authors and helped thousands of writers navigate the challenges of self-publishing. This expert divulges industry secrets on avoiding the top five mistakes made by 95% of new authors, pricing your book to sell and identifying shady publishers. Valerie's dynamic presentation and knowledge of the business takes writers from pen to paper to published as they master self-publishing to make money!

**[PenOfTheWriter.com](http://PenOfTheWriter.com)**



We invite writers, authors and sponsors to collaborate with us at the 2020 POWER Book Fest. For inquiries and interests, contact Valerie at [info@penofthewriter.com](mailto:info@penofthewriter.com) or 888.802.1802.

## Pen of the Writer (POWER) Book Fest

893 South Main Street—PMB 175  
Englewood, OH 45322  
888.802.1802 phone and fax  
[PowerBookFest.com](http://PowerBookFest.com)