



BLK INK BOOK FESTIVAL – Sponsorship Information

Event Summary

The **BLK INK Book Festival** is a four-hour live book expo comprised of 75+ local and regional authors showcasing over 100 books in all genres, including romance, sci-fi, women's literature, urban fiction, children's books, and more. Hosted in New Orleans, Louisiana, a city known for its' music, food, and distinctive culture, BLK INK is estimated to draw hundreds of book and art lovers. Guests can attend for free and will enjoy music, storytelling in the garden, local author VIP exhibits, and speakers.

The event is co-hosted by The Black Writers Workspace (BWW), an online community of over 15,000 black writers and avid readers, and Direct2Author.com, an online book marketplace designed to help promote independent authors. The event will be the fifth book fair hosted by BWW and the first live event. *It is 100% open to all authors regardless of race, religion, sex, or sexuality.*

Why Sponsor?

Event sponsors will benefit from the following:

- **Branding**
 - All sponsors will have their logo and website link added to the event webpage, registration page on Eventbrite, and all social media pages for the BWW and Direct2Author.com (25,000+ followers)
 - Select sponsors will have custom ads designed by our team of professional graphic artists and receive special placement on marketing material and social media pages.
 - Select sponsors will be interviewed before the event by Author Michelle D. Jackson. Interviews will be available via Facebook, YouTube, and Instagram.
 - Select sponsors will be mentioned in the event's official kick-off press release and select weekly newsletters (reach 5,000+ subscribers).
- **On-site Engagement**
 - Sponsors will receive one (1) exhibit booth to display their products or services and included on all on-site signage.
 - Select sponsors will be invited to give remarks during the event.



To sponsor, initial below, then submit this form to events@prsolutionsllc.org along with your high-resolution logo. Upon receipt, we will submit an invoice for immediate payment.

<i>Type</i>	<i>Benefit</i>	<i>Cost</i>	<i>Initials</i>
Platinum – Literary Supporter Level	• One 8ft exhibit table	\$2,500	
	• Logo placement		
	• Custom ad design & placement on SM		
	• Press release mention		
	• Live-streamed interview		
	• Introductions during the event		
	• On-site signage		
	• Address the author during the event		
Gold – Book Lover Level	• One 8ft exhibit table	\$1,500	
	• Logo placement		
	• Custom ad design & placement on SM		
	• On-site signage		
	• Address the author during the event		
Silver – Creator Fan Level	• One 6ft exhibit table	\$500	
	• Logo placement		
	• On-site signage or address the author during the event		
	• Address the author during the event		
Reading In The Garden Sponsor	• On-site signage on the 10x10 reading in the Garden tent and in the book fair	\$750	
	• Introduction of authors (up to 4 per tent)		
	• Logo placement		
	• Custom ad design & placement on SM		
	• Address the author during the event		

To learn more about the event, contact Michelle D. Jackson at events@prsolutionsllc.org.