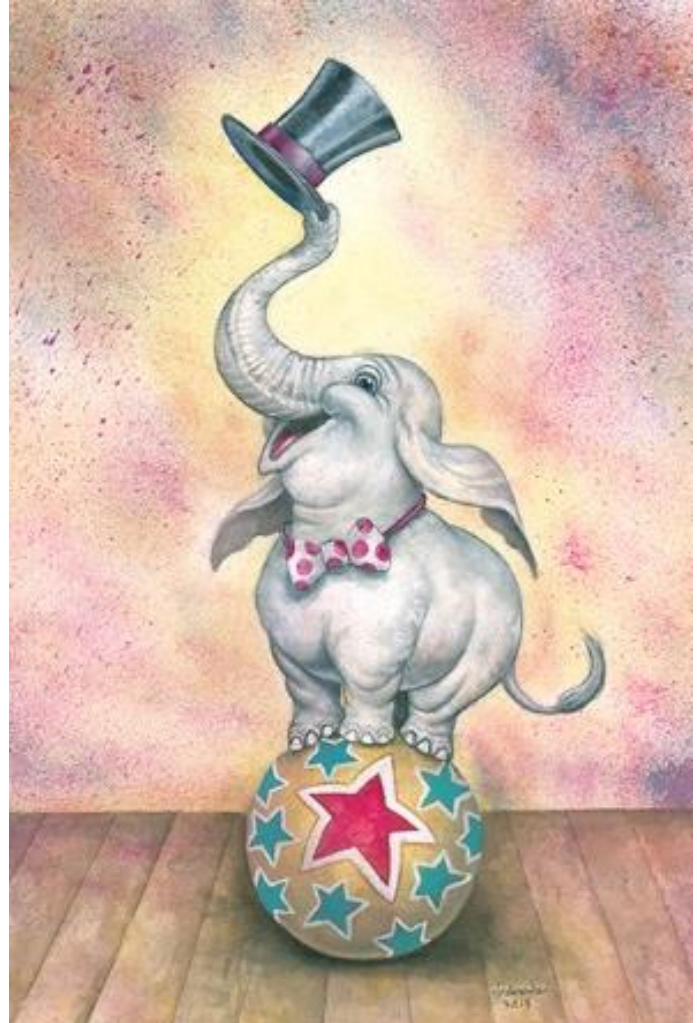




Sponsorship Information Package



For More Information:

info@bookfest.ca | www.bookfest.ca

About BookFest

Our annual event takes place every May in Diana Krall Plaza in downtown Nanaimo.

BookFest is a wonderful, fun-filled day for children and adults alike. Renowned authors and illustrators come from across Canada to present their work, tell stories about their creations and lives, and inspire youth through literature and art.

In the week leading up to the festival many of the authors and illustrators present in elementary schools throughout the surrounding school districts, as well as the independent schools. This important aspect of the festival ensures that we can bring the power and excitement of literacy directly to students across central Vancouver Island.

On the day of the festival there are multiple presentations throughout the day. The presenters use a variety of techniques to inspire creativity and enthusiasm for books in their audience. Some presenters use technology or story-blankets and others may leap and bounce about. The presentations are usually very interactive and audience participation is common, as the presenters ask children to help with future book ideas or assist with a new illustration.

Over the lunch hour, there are always lots of exciting children's activities. In the past we have had face-painting, puppet making, costume dress-up, stilt walkers, bubble blowing, chalk art and musical performances. The day is capped off with an author/illustrator book signing where the children can meet their favourite presenters in person!

Mission & Objectives

We believe all children are inspired and enriched by exposure to the creators of Canadian Children's literature in an atmosphere of discovery, celebration and family fun. Our objectives are:

- To promote literacy and a love of literature by introducing children to high-quality works by Canadian authors & illustrators;
- To stimulate children's creativity by bringing them together with professional authors and illustrators who share their own creative processes;
- To celebrate excellence in Canadian children's literature by showcasing well-established and notable new authors and illustrators.

Sponsorship

As the Vancouver Island Children's Book Festival enters its 3rd decade, we continue to be volunteer-run. This means our sponsors are of the utmost importance to the success of the festival. Indeed, the festival could not have gone on were it not for the incredible community support we have received over the years.

Our sponsors are passionate book lovers, children's education advocates or local companies and individuals who simply want to give back to the community in which they live.

Sponsorship allows companies and individuals to participate in this long-standing community festival and put their products and services in front of local families.

Major Funding Sponsors

\$1000 or more

- Logo prominently displayed on the BookFest website
- Individual name or company logo placement on:
 - Our website sponsor page
 - Our festival program
 - Our Facebook and Twitter
 - Our Sponsor Recognition Banner on BookFest Day
 - Our Sponsor Recognition Posters on BookFest Day
- Picture with giant cheque on social media if desired
- Recognition during activities at lunchtime on Festival day.
- If requested, we will provide you or your organization with up to three vouchers for admission for a parent and child to attend our festival.
- Tax receipt available upon request

Community Sponsors

\$251 to \$999

- We will place your individual name or company logo:
 - On our website sponsor page
 - On our festival program
 - On our Sponsor Recognition Posters on BookFest Day
- Picture with giant cheque on social media if desired
- If requested, we will provide you or your organization with a voucher for admission for a parent and child to attend our festival.
- Tax receipt available upon request.

Festival Friends

\$20 to \$250

- We will place your individual name or company logo on our website sponsor page
- Tax receipt available upon request

Targeted Sponsorship

\$160+

We are always open to innovative sponsorship ideas. Some available options may include:

- *School Library Book Package Program*
Cost: \$160
- *Entertainment Sponsorship*
Cost: Varies
- *Play Area Sponsorship Options*
Sponsor a bouncy castle, dunk tank or other exciting play area.
Cost: \$250+
- *Printable/Handout Sponsorship*
Sponsor colouring pages or bookmarks to be delivered to schools or handed out at the festival.
Cost: Varies
- *School Reading Sponsorship*
Cost: \$260+
- *Teen Workshop Sponsorship*
Sponsor a writing or illustration workshop for local teens.
Cost: Varies

Recent Statistics



5,600

Number of children across central Vancouver Island that were able to attend a presentation at a school, library or at the festival.



85

Number of presentations given by visiting authors and illustrators.



790

Number of attendees on the day of the festival

Enquiries

To become a sponsor or for more information about sponsorship please contact our Festival Coordinator.

Laura Foran

email:

bookfest.coordinator@gmail.com

cell:

250-739-0738

Thank you for your interest in supporting
The Vancouver Island
Children's Book Festival.