



Adopt an Author



The Festival

Celebrating Reading. Advocating Literacy – this is the mission of The Word On The Street. The Word On The Street, celebrated in four cities across Canada, is one of the world's largest literary celebrations. It is a celebration of words, writing, reading and literacy that features the full diversity of language; by presenting Canadian writers, poets, storytellers and musicians; by offering workshops to build interest in the craft of writing, and by surrounding it all in a fun festival atmosphere.

The Lethbridge festival is run by the Lethbridge Public Library, heading into its tenth year, and will be an online event this year, running from September 15-26, with the core of the festival activities happening on September 18th and 19th.

Every year The Word On The Street Lethbridge welcomes some amazing Canadian authors to read from their books, lead workshops, share their vision and the vibrancy of the written word. The Adopt an Author Campaign was conceived not only as a fundraising initiative for The Word On The Street, but as a way of making meaningful connections with the community at large. Adopt an Author to become part of the festival fun and have your company or organization name associated with a lively cultural event that promotes literacy, cultural diversity and the arts within southern Alberta.

You could find yourself adopting an award-winning author or an emerging writer you have yet to discover. Your support will help to cover an honorarium for their time and work. Use the Adopt an

Author Campaign as a marketing tool for community involvement, Adopt an Author for a friend, or have your book club join the fun! Help us showcase Canada's rich literary culture by participating in our Adopt an Author Campaign today!

How do I adopt an author:

Simply fill out the attached form and make a \$300 donation for full sponsorship or a \$150 donation for co-sponsorship to The Lethbridge Public Library. The Library will choose an author that fits best with the business, person or club that has donated the sponsorship. You will receive an e-mail with the time of your sponsored author's reading along with the other great benefits listed above. The Word On The Street Festival would like to thank you for your support!

Recognition includes:

- Acknowledgement on The Word On The Street website
- Acknowledgement in the official event program
- Acknowledgement at the reading venue when the author is introduced
- A copy of your author's book
- A personalized certificate

Other Sponsorship Opportunities:

There are many other sponsorship levels and opportunities available to choose from. Please view our full sponsorship package at <http://thewordonthestreet.ca/wots/lethbridge/sponsors> or contact Elisabeth Hegerat at Elisabeth.hegerat@lethlib.ca or 403-320-4187 for more information.

- Become a Festival Friend or co-sponsor an author for a \$150 donation
- Sponsor an event for \$500
- Sponsor a program track for \$1,000

If these opportunities do not fit your budget or community development goals, please let us know what does! Other areas of the Festival that would benefit from donations include: advertising, promotional materials, or prizes. Any sponsors that "make it their own" for a minimum of \$150 donation will be listed on our website, with other recognition to be discussed.

The Word On The Street 2020 Adopt an Author Form

Company, Organization or Individual Name:	
Contact Name:	Phone:
Email address:	
Mailing address:	
Website/Facebook Page:	

Do you require an invoice be submitted to your organization to issue a cheque for payment?

Please make cheques payable to **Lethbridge Public Library** at: 810 5th Ave South, Lethbridge, AB T1J 4C4.

Signature: _____

Print Name: _____

Date: _____

*To ensure that your name is listed during the program and on the festival website, please submit your form and cheque by **August 30th, 2020**.

