



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 twelfth year, and will be held on the streets surrounding the Main Branch downtown, on Saturday, September 17th.

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.

*The Word On The Street Lethbridge * Saturday, September 17th, 2022, 11am - 5pm * <http://thewordonthestreet.ca/lethbridge/>
Contact: Elisabeth Hegerat at elisabeth.hegerat@lethlib.ca or 403-320-4187*

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 \$500 donation for full sponsorship or a \$250 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 in the Sponsor section and on the individual author profile.
- Acknowledgement when the author is introduced.
- A copy of your author's book.

Other Sponsorship Opportunities:

There are many other sponsorship levels and opportunities available to choose from. Please 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 \$250 donation
- Sponsor the festival mascot for a \$150 donation (only 2 available)
- Sponsor a local musician or band for the day for a \$500 donation (6 Available)

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, prizes, food and/or drink donations for volunteers, gifts for author thank you bags, etc. Any sponsors that "make it their own" for a minimum of \$150 donation will be listed in our event program and our website, with other recognition to be discussed.

The City of Lethbridge Library Board is established under the Alberta Libraries Act, and hopes to raise approximately \$15,000 for The Word on the Street festival at no additional cost in 2022, to be used for The Word on the Street festival. For further information, please contact the Library at 810 5 Avenue South, Lethbridge, Alberta T1J 4C4 or 403-380-7310.

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The Word On The Street Adopt an Author Form

Company, Organization or Individual Name (for internal use):

Name to be used for public sponsor recognition:

Contact Name:

Phone:

Email address:

Mailing address:

Website/Facebook Page:

I will attend my author's reading at The Word On The Street festival on Saturday September 17th, 2022. I will pick up my book at the reading venue and meet with the Author to have it signed at the event.

I am unable to attend my author's reading. Please have a copy of the book delivered to me after the festival. ***Note:** If you indicate that you will attend the reading of your adopted author but do not attend, The Word On The Street cannot guarantee that your book will be signed.

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

Do you want a tax receipt issued to you? (FOR INDIVIDUAL SPONSORS ONLY. This option is not available for businesses and organizations.)

Please make cheques payable to **Lethbridge Public Library** at: 810 5th Ave South, Lethbridge, AB T1J 4C4.
Credit card payment arrangements available upon request.

Signature: _____

Print Name: _____

Date: _____

*To ensure that your name is listed on the festival website, please submit your form and cheque by **August 15th, 2022.**



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