

THE WORD ON THE STREET

LETHBRIDGE BOOK & MAGAZINE FESTIVAL



Adoption Benefits

- Acknowledgement on The Word On The Street website
- Acknowledgement in the official event program
- Acknowledgement at the reading venue when the Author is introduced
 - Two tickets to the Author Welcome Reception held the night before
- A chance to meet your Author on site and have your book autographed
 - A copy of your Author's book
 - A personalized certificate



Lethbridge Public Library Saturday, September 23, 2017

ADOPT AN AUTHOR

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 Author Adoption 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 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 adoption fee will help to cover the author's travel and accommodation expenses, as well as, a small 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 Author Adoption form (see attached) 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 and location 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!

Other Sponsorship Opportunities

There are many other sponsorship levels and opportunities available to choose from. Please view our full sponsorship package at thewordonthestreet.ca/wots/lethbridge/sponsors or contact Whitney Bullock at Whitney@Pinktieevents.ca or 403-795-4330 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 \$150 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 Word On The Street 2017 Adopt an Author Form

Company, Organization or Individual Name:

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 23rd 2017. I will pick up my book and Author Adoption Certificate 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 the Author Adoption Certificate and 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.

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 in the program, please submit your form and cheque by **August 18th 2017**. However, you can still Adopt an Author until **September 1st 2017**, although we cannot guarantee your name will be included in the program.