



*presents*

# VERSE & VINO

**Thursday, November 4, 2021**

*Verse & Vino* is the Charlotte Mecklenburg Library Foundation's signature annual fundraising event, supporting the work of Charlotte Mecklenburg Library.

CHARLOTTE MECKLENBURG LIBRARY

FOUNDATION

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The Charlotte Mecklenburg Library Foundation welcomes the partnership of Charlotte's philanthropic community as we continue to expand one of our region's most popular fundraising events: *Verse & Vino*.

In just eight years, *Verse & Vino* has become one of Charlotte's most anticipated fundraising events. *New York Times* best-selling authors share their books, their process, and most of all the joy of libraries with readers and Library supporters. For the first six years, the evening featured a seated dinner, program, book sales, signing, and mingling with authors over vino in vignettes straight from the pages of each featured title. The 2020 event was the first virtual *Verse & Vino*, and introduced new interactive features only possible in a digital format.

*Verse & Vino* 2021 will build on the success of 2020. Sponsors and guests will safely enjoy an exclusive *Verse & Vino* experience from the comfort of their homes or offices with clients, book clubs, friends and family. We will encourage participants to host gatherings throughout the County, enjoy hand-delivered wine, food and books together, and we will incorporate the diversity of celebrations into the program. The virtual event will air **Thursday November 4, 2021**.

Last year's event attracted over 1,200 live viewers locally and around the country, and netted over \$225,000 which directly supported Charlotte Mecklenburg Library's mission to improve lives and build a stronger community. This year goals include:

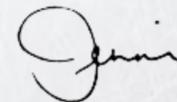
- Attract five major *New York Times* best-selling authors
- Attract more than 1,300 people for the live airing
- Net more than \$250,000 for Charlotte Mecklenburg Library

*Verse & Vino* is possible with the generous support of our philanthropic community. This package contains information about the Library and how you can join the Library Foundation as a sponsor of *Verse & Vino* and provide an entertaining evening for your clients, friends and family members. Each sponsorship package offers noteworthy levels of recognition, and packages can be customized to meet your specific marketing and philanthropic goals.

Thank you for your consideration and your support, we hope you will join our *Verse & Vino* family.



Jennifer Green, Board Chair



Jenni Gaisbauer, Executive Director



# Virtual Verse & Vino: Reach

The virtual format facilitates gatherings of any size, perfect for entertaining clients, friends and business partners without geographic limitations. Guests of *Verse & Vino 2020* tuned in from as far as New York, Wyoming, Florida, Illinois, Massachusetts and Minnesota, and media and marketing reach included both local and national markets.

### Top media Tweet

earned 1,269 impressions  
It's getting real! These handmade charcuterie boards were delivered this week, thanks to Art Pop Street Gallery, @Lowe's and five local artists. Find them in #verseandvino party boxes - get yours and learn more at [bit.ly/316nHfx](http://bit.ly/316nHfx) [pic.twitter.com/f576sPlcyF](https://pic.twitter.com/f576sPlcyF)



♥ 2

144 social media posts led to **92,000 impressions** and **4,500 engagements**.

**Paid media** included statewide and national markets. Reached over **657,000**.

Printed **postcards and newsletters** were each **mailed to 10,500 homes** and distributed in Library locations.

**Digital invitation** sent to **250,000** Library cardholders, stakeholders and others.

All marketing linked to the *Verse & Vino* web page, the **landing page for 7,500 sessions**. Sponsors recognized and hyperlinked.

# VERSE & VINO Guest Feedback, 2020

“I just know how hard it must have been to produce an event with a million different parts with little to no glitches as far as I could see...Everyone went home with an exciting new book!

When my guests asked me what they owed me I asked them to make a donation to the library.”



**Party and Date Night Boxes** delivered to guests contained dinner for two or appetizers and dessert for ten, wine, branded favors, programs and more. Sponsors were invited to include items. In 2020 we delivered **227 boxes**.

**Book Bundles** were delivered in branded totes, and individual books mailed to every ticketholder.



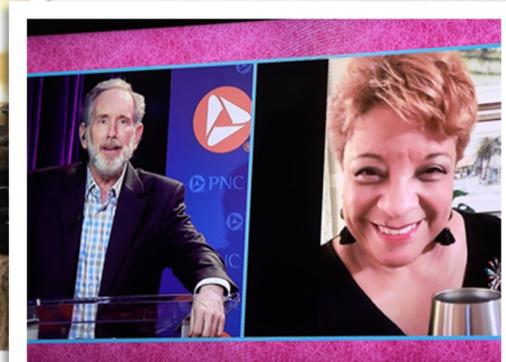
“What a wonderful dinner! I have to admit that watching from home was so nice. No traffic and stress...the speakers were fabulous as always...plus I didn't have to drive home.

We really loved the event and all the hard work that went into it. Thanks so much!”

“I would say that an in-home option could be fun to do again \*even if\* the regular event is held next year...”

A lot of my guests commented on how they enjoyed learning about the library and new books with a small group in a more intimate setting.”

The large event was made personal through interactive opportunities, drop-ins and calls with guests celebrating in every way.



## Featured Authors

*Verse & Vino* features *New York Times* best-selling authors representing a diverse mix of literary genres. Sheri Lynch is the emcee. Past line-ups have included:

### 2020

India Hicks  
Christina Baker Kline  
Megan Miranda  
Christopher Paolino  
Alice Randall

### 2019

Karen Abbott  
Ross Gay  
Alice Hoffman  
Kevin Wilson

### 2018

Paula McLain  
Casey Gerald  
Lou Berney  
Elliot Ackerman  
Julia Reed

### 2017

Wiley Cash  
Nikki Giovanni  
Jamie Ford  
Kate White  
Brent Ridge & Josh Kilmer-Purcell  
(The Beekman Boys)

### 2016

H.W. Brands  
Lisa Turner  
Rumaan Alam  
Tom Rinaldi

### 2015

Chris Bohjalian  
T.J. English  
Gregory Maguire  
Dolen Perkins-Valdez  
Karin Slaughter

### 2014

Kathy Reichs  
Lauren Oliver  
Hampton Sides  
Debbie Macomber  
Ron Rash



Alice Randall, 2020



2019



2018



2017

## Past Sponsors

Verse & Vino 2020 was possible with the generous support of:



### Presenting Sponsor



### First Edition Sponsors



### Wine Sponsor



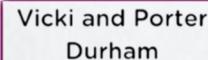
### Party Box Sponsor



### Best-seller Sponsors



### Collector Sponsors



### Celebration Sponsors

Jennifer and Wayne Appleby  
Mary and Charles Bowman  
Brown Brothers Harriman  
Jean and Gene Cochrane  
Susan Daughtridge  
Sarah and Ryan Dodd  
ENA Consulting  
The Gambrell Foundation  
Selena and Rick Giovannelli  
Molly and Robert Griffin &  
Caroline and Bob Sink  
Meredith and John Heimburger  
Kelso Communications  
King & Spalding  
Julie Lerner Levine  
LiftOne  
Loftin & Co. Printers  
Joan Martin and Pat Burgess  
Alessandro Morante and  
Jocelyn Richardson  
Neighboring Concepts  
Sally and Russell Robinson  
Anne and Steve Schmitt  
Jolie Short

| <b>Presenting (SOLD)</b><br><b>\$75,000</b>   | <b>First Edition (SOLD)</b><br><b>\$25,000</b>  | <b>Technology (SOLD)</b><br><b>\$20,000</b>   | <b>Wine (SOLD)</b><br><b>\$15,000</b>   |
|---|---|---|---|
| <ul style="list-style-type: none"> <li>• Naming rights, speaking opportunity during broadcast</li> <li>• 8 Party Boxes</li> <li>• 25 Autographed Book Bundles</li> <li>• Logo on book bags</li> <li>• Logo in event ads in major print, digital and radio outlets</li> <li>• Recognized on website, event platform and on social media</li> <li>• Distribute branded takeaway to attendees</li> <li>• Logo on event program</li> <li>• Invitation to annual Carnegie Circle donor appreciation event</li> </ul> | <ul style="list-style-type: none"> <li>• 6 Party Boxes</li> <li>• 15 Autographed Book Bundles</li> <li>• Logo on book bags</li> <li>• Logo in event ads in major print, digital and radio outlets</li> <li>• Recognized on website, event platform and on social media</li> <li>• Distribute branded takeaway to attendees</li> <li>• Logo on event program</li> <li>• Invitation to annual Carnegie Circle donor appreciation event</li> </ul> | <ul style="list-style-type: none"> <li>• 5 Party Boxes</li> <li>• 12 Autographed Book Bundles</li> <li>• Logo on event platform and opportunity for introductory video running prior to event</li> <li>• Logo on book bags</li> <li>• Logo in event ads in major print, digital and radio outlets</li> <li>• Recognized on website, social media</li> <li>• Distribute branded takeaway to attendees</li> <li>• Logo on event program</li> <li>• Invitation to annual Carnegie Circle donor appreciation event</li> </ul> | <ul style="list-style-type: none"> <li>• Logo on 600+ bottles of wine</li> <li>• 4 Party Boxes</li> <li>• 10 Autographed Book Bundles</li> <li>• Logo on book bags</li> <li>• Logo in event ads in major print, digital and radio outlets</li> <li>• Recognized on website, event platform and on social media</li> <li>• Distribute branded takeaway to attendees</li> <li>• Logo on event program</li> <li>• Invitation to annual Carnegie Circle donor appreciation event</li> </ul> |
| <b>Party Box</b><br><b>\$15,000</b>   | <b>Bestseller</b><br><b>\$10,000</b>  | <b>Collector</b><br><b>\$5,000</b>  | <b>Celebration</b><br><b>\$3,000</b>  |
| <ul style="list-style-type: none"> <li>• Logo on Party Boxes</li> <li>• 4 Party Boxes</li> <li>• 10 Autographed Book Bundles</li> <li>• Logo on book bags</li> <li>• Logo in event ads in major print, digital and radio outlets</li> <li>• Recognized on website, event platform and on social media</li> <li>• Distribute branded takeaway to attendees</li> <li>• Logo on event program</li> <li>• Invitation to annual Carnegie Circle donor appreciation event</li> </ul>                                  | <ul style="list-style-type: none"> <li>• 3 Party Boxes</li> <li>• 8 Autographed Book Bundles</li> <li>• Logo in event ads in major print, digital and radio outlets</li> <li>• Recognized on website, event platform and on social media</li> <li>• Distribute branded takeaway to attendees</li> <li>• Logo on event program</li> <li>• Invitation to annual Carnegie Circle donor appreciation event</li> </ul>                               | <ul style="list-style-type: none"> <li>• 2 Party Boxes</li> <li>• 5 Autographed Book Bundles</li> <li>• Recognized on website, event platform and on social media</li> <li>• Distribute branded takeaway to attendees</li> <li>• Logo on event program</li> <li>• Invitation to annual Carnegie Circle donor appreciation event</li> </ul>  | <ul style="list-style-type: none"> <li>• 2 Party Boxes</li> <li>• 5 Autographed Book Bundles</li> <li>• Name on event program</li> <li>• Invitation to annual Carnegie Circle donor appreciation event</li> </ul>   |



Yes, my company will support Verse & Vino!

I'm happy to sponsor at the following level:

- First Edition \$25,000 (SOLD)
Technology \$20,000 (SOLD)
Wine \$15,000 (SOLD)
Party Box \$15,000
Bestseller \$10,000
Collector \$5,000
Celebration \$3,000
Additional Party Box(es) (\$250 each)
Additional Book Bundle(s) (\$150 each)
I decline the included Party Box benefit
I decline the included Book Bundle benefit

For additional information, contact:

Teleia White, Director of Individual Giving
Charlotte Mecklenburg Library Foundation
310 N. Tryon Street, Charlotte, NC 28202
704-416-0801 (Phone) | 704-416-0677 (Fax)
twhite@cmlibrary.org | 501(c)(3) #: 46-1172548

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-807-2214 or 888-830-4989 for NC Residents.

Payment can also be made at foundation.cmlibrary.org

Company Name:
Contact Name:
Street Address:
City: State: ZIP:
Phone:
Email:

Method of Payment:

Total Sponsorship + Party Boxes + Book Bundles = \$

Check is enclosed (payable to Charlotte Mecklenburg Library Foundation)
I prefer to charge my sponsorship
Credit Card: Visa MasterCard American Express Discover
Credit Card Number:
Expiration:
Signature:
Security Code (CVV):
I prefer to be invoiced/billed in
(Specify month—must be paid by 12/31/2021)

## Your Library's Response to COVID-19



Over 2,000 computers distributed through MeckTech initiative



Building a sustainable wireless internet service provider network with community partners



Supporting schools through online resources, live help and programs aligned with curriculum

CHARLOTTE MECKLENBURG LIBRARY

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