Verse & Vino is the signature literary event in the Charlotte region. It engages readers, community leaders and Library supporters for an entertaining evening of books, wine, and great company to benefit an educational pillar in our community: the Charlotte Mecklenburg Library.
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.

Verse & Vino has become one of Charlotte’s most anticipated fundraising events. *New York Times* bestselling authors share their books, their process, and most of all the joy of libraries with readers and Library supporters. The evening features a seated dinner, program, book sales, signing, and mingling with authors over vino in vignettes straight from the pages of each featured title.

This year Verse & Vino will be back in Charlotte Convention Center. Last year’s event attracted over 1,200 live viewers locally and around the country, and netted over $224,472 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 1,300 attendees**
- **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 on 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.

Gene Cochrane, Board Chair & Jenni Gaisbauer, Executive Director
Verse & Vino 2021 was possible with the generous support of these sponsors.
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<tr>
<th><strong>Presenting</strong></th>
<th><strong>Author</strong></th>
<th><strong>First Edition</strong></th>
<th><strong>Technology</strong></th>
<th><strong>Bestseller</strong></th>
<th><strong>Collector</strong></th>
<th><strong>Celebration</strong></th>
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<td>- Representative introduces first author</td>
<td>- Private authors reception – 2 guests</td>
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<td>- Private authors reception – 2 guests</td>
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<td>- 5 tables (10 seats per table)</td>
<td>- 4 tables (10 seats per table)</td>
<td>- Seating with an author</td>
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<td>- Logo on book bags</td>
<td>- Distribute branded takeaway to event attendees</td>
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<td>- Seating with 3 authors</td>
<td>- Autographed book bundles</td>
<td>- Logo on book bags</td>
<td>- Logo on book bags</td>
<td>- Logo in event ads in printed and digital publications</td>
<td>- Logo on event signage and program</td>
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<td>- Custom branded bookmark</td>
<td>- Logo on book bags</td>
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**Wine** **$15,000**
- Private authors reception – 2 guests
- 2 tables (10 seats per table)
- Logo on 600+ wine bottles
- Logo on book bags
- Logo in event ads in printed and digital publications
- Recognized on website and social media platforms
- Distribute branded takeaway to event attendees
- Logo on event signage and program
- Invitation to annual donor appreciation event, Carnegie Circle

**Bestseller** **$10,000**
- Private authors reception – 2 guests
- 2 tables (10 seats per table)
- Logo in event ads in printed and digital publications
- Recognized on website and social media platforms
- Distribute branded takeaway to event attendees
- Logo on event signage and program
- Invitation to annual donor appreciation event, Carnegie Circle

**Collector** **$5,000**
- 1 table (10 seats per table)
- Recognized on website and social media platforms
- Distribute branded takeaway to event attendees
- Logo on event signage and program
- Invitation to annual donor appreciation event, Carnegie Circle

**Celebration** **$3,000**
- 1 table (10 seats per table)
- Recognized on website and social media platforms
- Distribute branded takeaway to event attendees
- Name on event signage and program
- Invitation to annual donor appreciation event, Carnegie Circle

**Presenting** **$75,000**
- Naming Rights, representative speaks at event
- Private authors reception
- 5 tables (10 seats per table)
- Seating with 3 authors
- Autographed book bundles
- Logo on book bags
- Logo in event ads in printed and digital publications
- Recognized on website and social media platforms
- Distribute branded takeaway to event attendees
- Logo on event signage and program
- Name on event signage and program
- Invitation to annual donor appreciation event, Carnegie Circle
**Book Sales Partner**
Park Road Books, a local independent and *New York Times* reporting bookstore

**Emcee**
Sheri Lynch, co-host of nationally syndicated morning radio show Bob & Sheri, a St. Martin's Press published author, and genuine bookworm who helps make Verse & Vino a success.

**Event Format: November 10, 2022**
- VIP reception with presenting sponsor’s guests 5:30-6:00 pm
- Cocktail reception, book sales and signings 6:00-7:00 pm
- Seated dinner 7:15-8:00 pm
- Author Remarks (5 authors; 12 min each) 8:00-9:00 pm
- Last Signing 9:00-9:30 pm

**Guests**
1,300 attendees expected;
2022 marks the Library Foundation's 9th Verse & Vino event.

**Marketing**
Print and electronic direct marketing; major print, digital and radio outlets; social media and local influencers

**Logistics Timeline**
Early promotion and advance ticket sales begin in July.

**For more information**
Teleia White
*Charlotte Mecklenburg Library Foundation*

*office: +1 704.416.0803*
*cell: +1 980.417.3040*
*email: twhite@cmlibrary.org*
Featured Authors

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

2021
Janet Evanovich
Alka Joshi
Alex Michaelides
Heather Morris
Bryant Terry
Wanda M. Morris*

2020
India Hicks
Christina Baker Kline
Megan Miranda
Christopher Paolini
Alice Randall

2019
Karen Abbott
Ross Gay
Alice Hoffman
Kevin Wilson

2017
Wiley Cash
Nikki Giovanni
Jamie Ford
Kate White
Brent Ridge & Josh Kilmer-Purcell

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

*bonus debut author

“Hands down the best event I’ve ever been to, and I was so honored and thrilled to be a part of it. The crowd was so enthusiastic, the people so friendly, and the atmosphere/vibe so inspiring. The creative team did an amazing tableau for The Ghosts of Eden Park. It was one of the highlights of my career.”

Karen Abbott
Verse & Vino 2019 featured author
“The authors I represent are always thrilled with their experience at Verse & Vino. The event is well-organized, the audience is enthusiastic, and Charlotte has so much to be proud of in their Library. We are glad to support this event.”

Sherry Virtz, Penguin Random House

Attendees meet favorite authors and discover new ones.

Verse & Vino guest authors share their story with 1,300 readers.

Unique book signing vignettes bring each book to life.
I’m happy to sponsor Verse & Vino 2022 at the following level:

- □ Presenting .................. $75,000
- □ Wine ....................... $15,000
- □ Author ..................... $35,000
- □ Bestseller .................. $10,000
- □ First Edition .............. $25,000
- □ Collector ................... $5,000
- □ Technology ............... $20,000
- □ Celebration .............. $3,000

I would like ________ additional book bundle(s) — $150 each.

I’m unable to sponsor Verse & Vino 2022 this year, but please except my gift of $________

Company Name

(How you would like to be recognized)

Contact

Address

City / State / ZIP

Email

Phone

□ Enclosed please find my check payable to Charlotte Mecklenburg Library Foundation.

□ I prefer to charge my sponsorship:

☐ VISA ☐ MasterCard ☐ American Express ☐ Discover

Card No.

Name on Card

Exp. Date CVV

Signature

□ I prefer to be invoiced/billed in __________ month

Invoice must be paid by 12/31/2022.

For more information
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Director of Individual Giving
Charlotte Mecklenburg Library Foundation
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Charlotte, NC 28202

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e-mail: twhite@cmlibrary.org

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