

CHARLOTTE MECKLENBURG LIBRARY

FOUNDATION

VERSE  
& VINO

PRESENTED BY



## 2022 Sponsor Guide

Thursday, November 10, 2022  
Charlotte Convention Center

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.



CHARLOTTE MECKLENBURG LIBRARY

# FOUNDATION

# VERSE & VINO

PRESENTED BY



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.

Two handwritten signatures. The signature on the left is "Gene Cochrane" and the signature on the right is "Jenni Gaisbauer".

Gene Cochrane, Board Chair & Jenni Gaisbauer, Executive Director



# 2021 Sponsors

Verse & Vino 2021 was possible with the generous support of these sponsors.

## PRESENTING



## FIRST EDITION



S O U T H M I N S T E R

## TECHNOLOGY



## WINE



Our Passion is Building®

## BESTSELLERS



## COLLECTORS



## CELEBRATION

Jennifer Bennett

Brown Brothers Harriman

CBI Workplace Solutions

Cherry Bekaert

Jean and Gene Cochrane

Susan Daughridge

Jessica Dienna

The Gambrell Foundation

Selena and Rick Giovannelli

Molly and Robert Griffin

& Caroline and Bob Sink

Kelso Communications

Gina and Tom Lawrence

Julie Lerner Levine

Loftin & Co Printers

Katie and Walker Morris

Neighboring Concepts

Mary Margaret and Fritz Porter

Sally and Russell Robinson

Wray Ward

**SOLD**

**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

**Author  
\$35,000**

- Representative introduces first author
  - Private authors reception – 2 guests
  - 4 tables (10 seats per table)
  - Autographed book bundles
  - Custom branded bookmark
  - 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
- Limit of 1 sponsor*

**First Edition  
\$25,000**

- Private authors reception – 2 guests
  - 3 tables (10 seats per table)
  - Seating with an author
  - 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
- Limit of 2 sponsors*

**Technology  
\$20,000**

- Private authors reception – 2 guests
  - 3 tables (10 seats per table)
  - Welcome video on platform
  - 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
- Limit of 1 sponsor*

**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
- Limit of 1 sponsor*

**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

# FOUNDATION

## 2022 Event Details



### 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

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*Charlotte Mecklenburg Library Foundation*

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**VERSE  
&VINO**

## FOUNDATION

**Featured Authors**

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



**"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*

**2021**

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

**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

**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

**VERSE  
&VINO**

**"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**



*Unique book signing vignettes bring each book to life.*



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



CHARLOTTE MECKLENBURG LIBRARY FOUNDATION



## I'm happy to sponsor Verse & Vino 2022 at the following level:

- SOLD  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 \$\_\_\_\_\_

### For more information

Teleia White  
Director of Individual Giving  
Charlotte Mecklenburg  
Library Foundation

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email: twhite@cmlibrary.org

501(c)(3) #: 46-1172548

Company Name

(How you would like to be recognized)

Contact

Address

City / State / ZIP

Email

Phone

**Sponsorship** \$ \_\_\_\_\_

**Additional  
book bundle(s)** + \$ \_\_\_\_\_

**TOTAL** = \$ \_\_\_\_\_

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch of 919.807.2214 or 888.830.4989 for NC residents.

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

I prefer to charge my sponsorship:



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.**