

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.

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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.

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





2021 Sponsors

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



PRESENTING



FIRST EDITION



TECHNOLOGY



WINE



BESTSELLERS



COLLECTORS



CELEBRATION

- Jennifer Bennett
- Brown Brothers Harriman
- CBI Workplace Solutions
- Cherry Bekaert
- Jean and Gene Cochrane
- Susan Daughtridge
- 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



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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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

“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.”

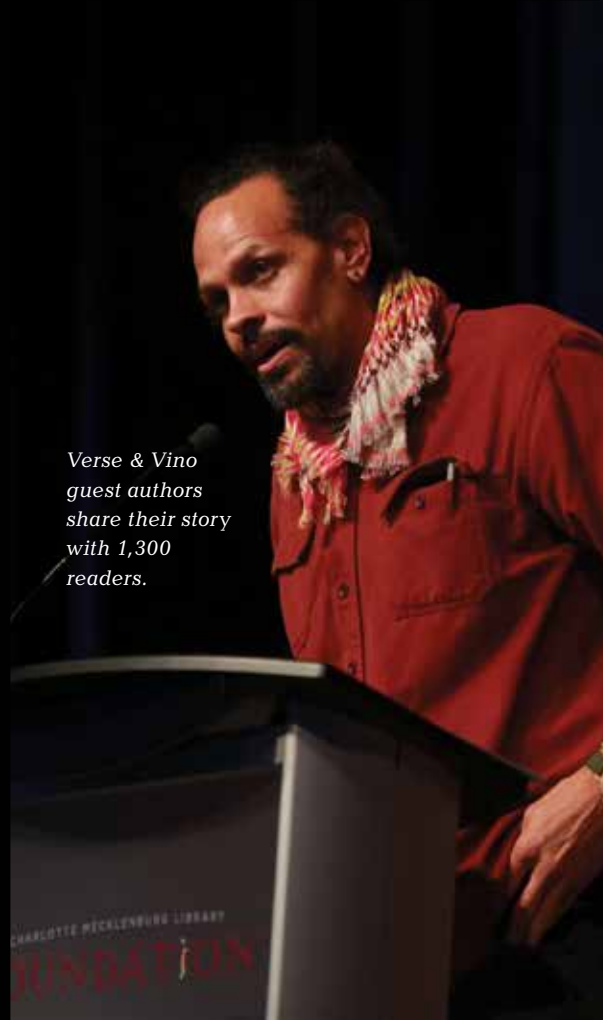
Sherry Vartz, Penguin Random House



Unique book signing vignettes bring each book to life.



Attendees meet favorite authors and discover new ones.



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



**VERSE
& VINO**



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

- SOLD Presenting \$75,000
Author \$35,000
First Edition \$25,000
Technology \$20,000
Wine \$15,000
Bestseller \$10,000
Collector \$5,000
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

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Charlotte Mecklenburg
Library Foundation

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



Company Name
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:
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.