



2013 – 2023

TEN YEAR ANNIVERSARY

HONORARY CHAIRS

Gene & Jean Cochrane and Charles Thomas & Micaila Milburn

CHARLOTTE MECKLENBURG LIBRARY

FOUNDATION

VERSE
& VINO

PRESENTED BY



2023 SPONSOR GUIDE

Thursday, November 2, 2023
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

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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 1,100 live viewers locally and around the country, and netted over \$250,000 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 1,300 attendees

Raised more than \$500,000 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 & Jean Cochrane and Charles Thomas & Micaila Milburn



2022 Sponsors

Verse & Vino 2022 was possible with the generous support of these sponsors.

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- The LendingTree Foundation
- Mary Lane & Tom Lennon
- Gina and Tom Lawrence
- Loftin & Company
- Joan Martin & Pat Burgess
- Mecklenburg County
- Caton & Charlie Morris
- The Novant Health Foundation
- Parker Poe Adams & Bernstein LLP
- Sally & Russell Robinson
- University of North Carolina at Charlotte

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

SOLD

Author \$50,000

- 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*

SOLD

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*

SOLD

Wine \$17,500

- 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



Individual Sponsorship

In response to attendee feedback, we are now offering an individual sponsorship level, featuring benefits previously unavailable to individual supporters. Options like pre-ordered book bundles and access to a private pre-reception are designed to minimize time spent waiting in line—and maximize time with authors, friends, food and wine!

	Table Sponsorship \$3,000	Book Club Table \$2,000	Individual Sponsorship \$1,000
Number of seats for dinner, wine and program	10	10	2
VIP cocktail reception with authors	—	—	2
Preferred seating			
Book bundle (set of books from featured authors)			1
Name recognition in event program and Library Foundation website		—	
Invitation to annual Carnegie Circle donor appreciation dinner	2	—	—
Tax deductible amount	\$1,250	\$250	\$650



Book bundles are available for purchase for \$150. Bundles include the newest release from each featured author.



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 2, 2023

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;
2023 marks the Library Foundation's 10th 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:

2022

David Baldacci
Sarah McCoy
Megan Giddings
Adriana Trigiani
Javier Zamora

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

“Verse & Vino 2022 was start to finish sensational. I loved every minute. You and your staff were unparalleled in your organization, warmth, and ability to make everyone feel special. What a gift to participate in a well-executed event where there remained such a sense of ease, joyfulness, and genuine hospitality among those working it. ... I don’t know how you conjured this magic mojo... but I’m honored to have been part.”

Sarah McCoy
Verse & Vino 2022 featured author

*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 Virtz, Penguin Random House



CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION

Unique book signing vignettes bring each book to life (or death.)



Attendees meet favorite authors and discover new ones.



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

CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION



VERSE
& VINO



I'm happy to sponsor Verse & Vino 2023 at the following level:

- SOLD Presenting \$75,000, Wine \$17,500, Table Sponsor \$3,000, Author \$50,000, Bestseller \$10,000, Book Club Table \$2,000, First Edition \$25,000, Collector \$5,000, Individual Sponsor \$1,000, Technology \$20,000, Celebration \$3,000

I would like _____ additional book bundle(s) – \$150 each.

I'm unable to sponsor Verse & Vino 2023 this year, but please except my gift of \$ _____

For more information

Teleia White
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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 12/31/2023.