

2013 - 2023

TEN YEAR ANNIVERSARY

HONORARY CHAIRS

Gene & Jean Cochrane and Charles Thomas & Micaila Milburn

CHARLOTTE MECKLENBURG LIBRARY

FOUNDATION





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

WERSE &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 1,100 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.

PRESENTING SPONSOR



AUTHOR SPONSOR

Honeywell

FIRST EDITION SPONSORS





TECHNOLOGY SPONSOR

WINE SPONSOR





BESTSELLER SPONSORS





COLLECTOR SPONSORS































CELEBRATION

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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 \$50,000

Representative introduces first author

SOLD

- Private authors reception 2 quests
- 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

SOLD

- 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 \$17,500

Private authors reception – 2 quests

SOLD

- 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 quests
- 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

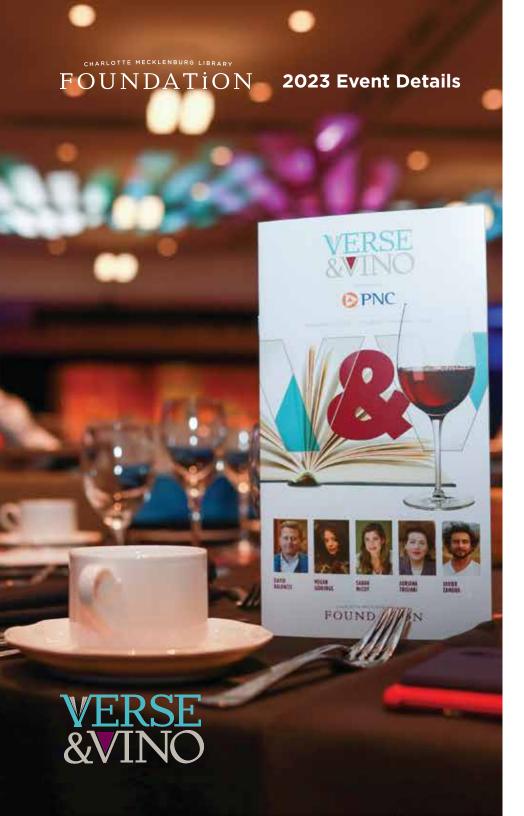
- 1 table (10 seats per table)
- Recognized on website and social media platforms
- Distribute branded takeaway to event attendees
- Name on event signage and program
- Invitation to annual donor appreciation event, Carnegie Circle



VERSE &VINO 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	S		
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 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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Charlotte Mecklenburg Library Foundation

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email: twhite@cmlibrary.org

FOUNDATION

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

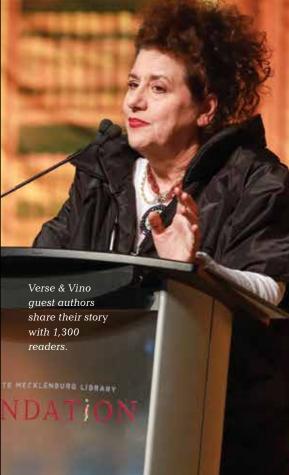














For more information

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

FOUNDATION

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

sold ☐ Presenting\$75,000 sold ☐ Wine	\$17,500 □ Table Sponsor\$3,000
sold - Author\$50,000 Bests	seller\$10,000 🔲 Book Club Table\$2,000
☐ First Edition\$25,000 ☐ Colle	ctor\$5,000 🔲 Individual Sponsor\$1,000
sold ☐ Technology\$20,000 ☐ Celeb	oration\$3,000
Lwould like	additional book bundle(s) — \$150 each.
i would like	additional book buildle(s) — \$150 each.
I'm unable to sponsor Verse & Vino 202	23 this year, but please except my gift of \$
Company Name	
	you would like to be recognized)
Contact	
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	Charlotte Mecklenburg Library Foundation.
Sponsorship \$	☐ I prefer to charge my sponsorship:
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	Name on Card
TOTAL = \$	
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	Signature
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Financial information about this organization and a copy of its license are available from the State Solicitation Licensing	□ I profer to be invoiced/billed in
Branch of 919.807.2214 or 888.830.4989 for NC residents.	☐ I prefer to be invoiced/billed in
	invoice must be baid by 17/41/2024