

CHARLOTTE MECKLENBURG LIBRARY

FOUNDATION

VERSE & VINO

PRESENTED BY



2024 SPONSOR GUIDE

THURSDAY, NOVEMBER 7, 2024
CHARLOTTE CONVENTION CENTER

Verse & Vino is the signature literary event in the Charlotte region to benefit an educational pillar in our community: the Charlotte Mecklenburg Library.

ELEVENTH ANNUAL LITERARY EVENT



CHARLOTTE MECKLENBURG LIBRARY

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The Charlotte Mecklenburg Library Foundation welcomes the partnership of Charlotte's philanthropic community as we continue to produce 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.

Last year's event attracted a sold-out audience and raised over \$600,000 which directly supported Charlotte Mecklenburg Library's mission to improve lives and build a stronger community.

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 support, we hope you join our *Verse & Vino* family.

CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION
VERSE
& VINO

2023 SPONSORS

PRESENTING SPONSOR



AUTHOR SPONSOR



FIRST EDITION SPONSORS



TECHNOLOGY SPONSOR



WINE SPONSOR



BESTSELLER SPONSORS



COLLECTOR SPONSORS



TABLE SPONSORS

AARP North Carolina
 Stephanie Alger and family
 Beacon Partners
 Mary and Charles Bowman
 Brown Brothers Harriman
 Katie and Mark Caldwell
 Carolina Complete Health
 Charlotte Hornets
 Cherry Bekaert, LLP

Jean and Gene Cochrane
 Susan Daughtridge
 Le Roy and Wayea Davis
 Jessica Dienna
 Miriam Dixon
 Sarah and Ryan Dodd
 Kara and Graham Hunt
 Selena Giovannelli
 Mark Kutny and
 George Sistrunk

Loftin & Co. Printers
 Pete Keane's "Get Lit" Table
 Kelso Communications
 Donna Lerner and
 Julie Lerner Levine
 Lit Happens
 Mecklenburg County
 Nikki and North Moore
 Caton and Charlie Morris
 Katie and Walker Morris

Parker Poe, PLLC
 PMC Commercial Interiors
 Sally and Russell Robinson
 Molly and Robert Griffin
 & Caroline and Bob Sink
 TCG Events
 Wray Ward
 University of North Carolina
 at Charlotte

INDIVIDUAL SPONSORS

Claudia and Andy Heath
 Helen Hope and
 Marcus Kimbrough
 Kellie and Brandon Lofton
 PerMar and Jon Olin
 Mamie and Kevin Stichter

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*

Vignette \$25,000

- Private authors reception – 2 guests
 - 3 tables (10 seats per table)
 - Logo recognition in each author vignette
 - 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*

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	\$1,500	\$500	\$700



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

Featured Authors

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

2023

Melanie Benjamin
Roxane Gay
Sadeqa Johnson
Etaf Rum
Brad Taylor

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*

*bonus debut author

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

“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

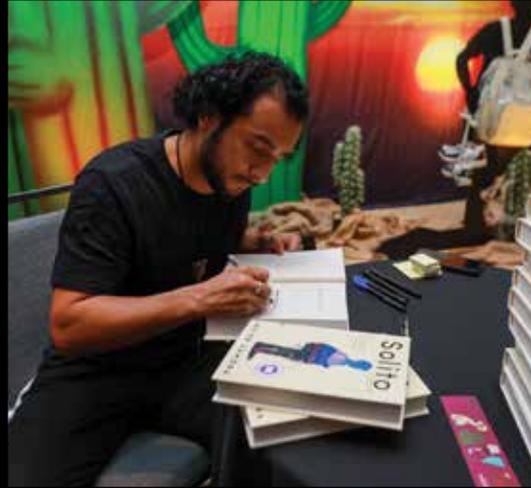


CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION

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.



VERSE
& VINO



CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION



I'm happy to sponsor Verse & Vino 2024 at the following level:

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

I'm unable to sponsor Verse & Vino 2024 this year, but please accept my gift of \$_____

For more information

Teleia White
Director of Individual Giving
Charlotte Mecklenburg
Library Foundation

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Charlotte, NC 28202

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cell: +1 704.980.417.3040
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 _____

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

I prefer to be invoiced/billed in

_____ month

Invoice must be paid by 12/31/2024.

I will charge my sponsorship online at **foundation.cmlibrary.org/VVsponsor.**

I will charge my sponsorship:

- VISA**
- MasterCard**
- AMERICAN EXPRESS**
- DISCOVER**

Card No. _____

Name on Card _____

Exp. Date _____ CVV _____

Signature _____