



The Holland Center  
34250 N 60<sup>th</sup> St. Bldg. B  
Scottsdale, AZ 85266

Dear Sponsor,

We are thrilled to announce the 1st Annual Desert Foothills Book Festival! Presented by The Holland Center and Desert Foothills Library, it will take place among the picturesque foothills of Cave Creek and North Scottsdale, AZ on Saturday, June 4, 2022, from 9 a.m. to 2 p.m. at The Holland Center facility.

This amazing event will bring diverse Arizona authors together with adults, teens, and children in a discussion and celebration of the written word. Our goal is to create a positive environment, promoting a passion for reading and the importance of literacy in our communities. The festival aims to attract attendees from Phoenix, Scottsdale, Cave Creek, Carefree, and surrounding areas. Proceeds from this initial event will fund “Creative Kids: Tell Me a Story—a Rousing Romp through the Literary Arts” sponsored by The Holland Center. This unique and inspiring program will help kids of all ages learn the nuances of writing, illustrating, and speaking to spark their creativity and further the art of storytelling.

As this is our first event, we are seeking help with expenses and would appreciate your support. We offer several levels of sponsorship opportunities with associated benefits to businesses and individuals, which are explained on the following page.

If you would like to partner with us, please complete the attached sponsorship form and mail it, along with your check payable to The Holland Center, to The Holland Center, 34250 N 60<sup>th</sup> St., Scottsdale, AZ 85266. Or you may donate online by visiting the Sponsorship page of our website, [www.DesertFoothillsBookFestival.com](http://www.DesertFoothillsBookFestival.com).

You may email questions to [stephanie@bartonbooks.com](mailto:stephanie@bartonbooks.com).

Thank you in advance for making this event a tremendous success and one that will continue to enrich our community for years to come!

Sincerely,

***Caren Cantrell***

Caren Cantrell  
Desert Foothills Book Festival Committee

The Desert Foothills Book Festival is an event sponsored by The Holland Center, an Arizona 501(c)(3) non-profit organization. Tax Id: 86-0537424



1st Annual  
Saturday, June 4, 2022  
9 AM - 2 PM  
The Holland Center  
Scottsdale, AZ

The Desert Foothills Book Festival is a celebration of the importance of reading in our community. Offered free to the public, the festival exists to promote literacy and a love of reading among adults and children by creating an interactive and inclusive venue for readers and authors to connect. Net proceeds from the festival go to support local literacy programs.

## ◆◆ Sponsorship Opportunities ◆◆

### ***Pultizer Prize \$1000***

- Acknowledgement in radio, TV promotions, and press releases
- Sponsor table at festival
- Home page recognition on website
- Recognition in social media and fliers
- Full page (4.75 in. X 7.0 in.) advertisement in program

### ***Top Shelf \$750***

- Recognition in website, social media, and fliers
- Half page (4.75 in. X 5.5 in.) advertisement in program

### ***Book Lover \$500***

- Recognition in website, social media, and fliers
- Quarter page (4.75 in. X 3.5 in.) advertisement in program

### ***Book Worm \$250***

- Recognition in website
- One-eighth page (4.75 in. X 2.25 in.) advertisement in program

### ***Other Opportunities***

- Donate item(s) for festival raffles
- Make a personal donation of any amount to [www.desertfoothillsbookfestival.com](http://www.desertfoothillsbookfestival.com)