



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

Dear Sponsor,

We are pleased to announce the 2nd Annual Desert Foothills Book Festival! Presented by The Holland Center and Desert Foothills Library, the Festival will take place on Saturday, October 21, 2023, from 10 a.m. to 4 p.m. at The Holland Center facility.

Last year's amazing event brought together sixty diverse Arizona authors with over two hundred participants in a discussion and celebration of the written word. Here's what a few of the attendees had to say: "It was spectacular! A real book fair." "An outstanding event. The community needs this." "A great first event! I enjoyed the experience and hope to participate in the future." "Very fun! I like the community supporting book festivals."

Our goal is to create a positive environment that promotes a passion for reading, writing, and the importance of literacy in our communities. The festival attracts attendees from Phoenix, Scottsdale, Cave Creek, Carefree, and surrounding areas. Proceeds from this event fund the "Creative Kids: Tell Me a Story" program at The Holland Center. This unique and inspiring program helps kids of all ages learn the nuances of writing, illustrating, and speaking to spark their creativity, further the art of storytelling, and instill a lifelong love of learning.

Sponsorship is an opportunity for you to advertise your business and support our talented local authors. We offer several levels of sponsorship opportunities with associated benefits. If you would like to partner with us, please complete the attached sponsorship form with a check payable to The Holland Center. Mail it to The Holland Center, 34250 N 60<sup>th</sup> St., Scottsdale, AZ 85266. Or you may complete the form and payment online at <https://DesertFoothillsBookFestival.com/sponsor-form/>

Email questions to [stephanie@bartonbooks.com](mailto:stephanie@bartonbooks.com).

Thank you in advance for your generous support to make 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 Chair

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



2nd Annual  
Saturday, October 21, 2023  
10 AM - 4 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 on website, social media, and fliers
- Half page (4.75 in. X 5.5 in.) advertisement in program

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

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

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

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

### ***Other Opportunities***

- Donate item(s) for festival raffles - person/company will be mentioned in program
- Make a personal donation of any amount to [www.desertfoothillsbookfestival.com](http://www.desertfoothillsbookfestival.com)