

USA Science & Engineering Book Fair Sponsor Benefits	Digital	Parchment	Paper	Papyrus	Tablet	Stylus
General Festival Recognition						
Recognition on all Book Fair materials as Book Fair Host	X					
Opportunity to appoint a member of the Festival Advisory Board	X					
Recognition at Sneak Peek Friday	X	X	X	X	X	X
Recognition on Festival Website						
Logo recognition on Book Fair webpage recognizing Book Fair Host	X					
Logo recognition on Book Fair sponsor page with hyperlink	X	X				
Logo recognition on Book Fair sponsor page without hyperlink			X	X	X	X
Recognition on Festival Newsletter (circulation 50K)						
Logo recognition on all monthly Festival e-newsletters with hyperlink	X					
Logo recognition on all monthly Festival e-newsletters without hyperlink		X	X			
Number of "Book Fair Sponsor Highlight" in Festival e-newsletter	1	1	1	1	1	
Recognition in Social Media						
Number of "Book Fair Sponsor Highlights" on blog	1	1				
Number of dedicated tweets	5	3	1	1	1	1
Number of dedicated Facebook posts	2	1				
Recognition in Print Materials						
Logo recognition on 500 Volunteer T-shirts	X	X				
Logo recognition on 2500 Festival T-shirts	X	X				
Logo recognition on 5,000 Festival Posters	X					
Name recognition on 5,000 Festival Posters		X	X	X	X	
Logo recognition on 250,000 Festival Postcards distributed in DC area	X					
Recognition on Book Giveaway Program	X	X	X	X	X	X
Recognition during Expo (Subject to venue rules)						
Logo on Book Fair Stage Signage	X	X				
Exhibit spaces included in cost of sponsorship	8	4	2	0	0	
Premium exhibit space location	X	X	X	X	X	
Logo Recognition in 75K Book Fair Insert	X	X	X	X	X	
Name recognition on 75K Book Fair Insert						X
Logo recognition on 125K Maps	X					
Name recognition on 125K Maps		X	X	X	X	
Recognition on emcee scripts on all Book Fair stages	X					
Logo recognition on Festival Expo Program	X	X				
Name recognition of Festival Event Program			X	X	X	
Recognition on emcee script on sponsored Book Fair stage		X				
Photo coverage by official Festival photographer	X					
Recognition during Festival Recap						
Video Recognition with Logo	X					
Public Relations and Media Opportunities						
Recognition in dedicated press release for Book Fair	X	X	X	X	X	
Logo recognition on full-page Festival print ads	X					
Festival Press release Name listing with hyperlink	X					
Festival Press release Name listing without hyperlink		X	X	X	X	
Access to Special Events						
Reserved tickets at private sponsor event	6	4	2	1	1	
Speaking Opportunities						
Speaking opportunity at each Book Fair stage	X					
Speaking opportunity at sponsored Book Fair Stage	X	X				
Additional Benefits						
First right of refusal of Book Fair Host Festival for 3rd Festival	X					

Sponsorship Levels: Digital (Book Fair Host) \$100,000, Paper (Author Stages) \$25,000, Parchment \$10,000, Papyrus \$5,000, Tablet \$2,500
Stylus - Book Donation *Sponsor Benefits are subject to change.