BOOKS ON TAP

SPONSORSHIP OPPORTUNITIES

Join Book Trust to inspire the joy and power of reading in Northern Colorado!

With your support, Book Trust is able to engage every child in book ownership, cultivating literacy-rich communities.
EVENT OVERVIEW

THURSDAY, OCTOBER 27, 2022 | 5:30 - 8:30 PM
CANVAS STADIUM | FORT COLLINS, COLORADO

Book Trust presents Books on Tap—a fun-filled evening featuring Colorado's best beer paired with food and a chance to support our students and teachers in Northern Colorado. The event will take place at Canvas Stadium, home of the CSU Rams Football Team!

Book Trust is a national early literacy nonprofit founded in Fort Collins and has served schools across Northern Colorado for more than 20 years. At Book Trust, our mission is to engage every child in book choice and ownership, cultivating literacy rich communities.

Below you will find exclusive benefits that outline partner opportunities for Book Trust and Books on Tap. To secure your sponsorship, complete a form and email it to Elena Price at eprice@booktrust.org.
Presenting Sponsor
$15,000

**PRE-EVENT**
- Presenting sponsor credit with logo recognition on pre-event materials, including:
  - Book Trust homepage
  - Event landing page
  - Email invitations and all other email communications
    - Email campaign reaching 500 supporters in Northern Colorado
  - Event social media posts
    - Posts on Facebook, Twitter, and Instagram reaching our network of over 5,000 followers

**AT-EVENT**
- Presenting sponsor recognition in program presentation
- Presenting sponsor credit on all program collateral
- Dedicated space to carry out on-site brand activation
- Opportunity to welcome guests from the stage
- Opportunity to provide virtual advertisement during event
- 12 tickets to the event

Diamond Sponsor
$10,000

**PRE-EVENT**
- Sponsor credit with logo recognition on pre-event materials, including:
  - Book Trust homepage
  - Event landing page
  - Email invitations and all other email communications
    - Email campaign reaching 500 supporters in Northern Colorado
  - Event Social Media Posts
    - Posts on Facebook, Twitter, and Instagram reaching our network of over 5,000 followers

**AT-EVENT**
- Sponsor recognition in program presentation
- Sponsor credit with logo recognition on all program collateral
- Dedicated space to carry out on-site brand activation
- Opportunity to provide virtual advertisement during event
- 10 tickets to the event
Platinum Sponsor
$7,500

PRE-EVENT
- Sponsor credit with logo recognition on pre-event materials, including:
  - Event landing page
  - Email invitations and all other email communications
    - Email campaign reaching 500 supporters in Northern Colorado
  - Event social media posts
    - Posts on Facebook, Twitter, and Instagram reaching our network of over 5,000 followers

AT-EVENT
- Sponsor recognition in program presentation
- Sponsor credit with logo recognition on event materials, including digital sponsor screens
- Opportunity to provide virtual advertisement during event
- 8 tickets to the event

Gold Sponsor
$5,000

PRE-EVENT
- Sponsor credit with logo recognition included on pre-event materials, including:
  - Event landing page
  - Social media posts
    - Posts on Facebook, Twitter, and Instagram reaching our network of over 5,000 followers

AT-EVENT
- Sponsor recognition in program presentation
- Sponsor credit with logo recognition on event materials, including digital sponsor screens
- 6 tickets to the event

“[Book Trust] puts books of their choice in their hands EVERY 30 days! Access to books is a struggle, so having Book Trust books bridges the gap and gives consistent opportunities to all of our students.”

Emily Dorr
Teacher, Laurel Elementary, Fort Collins
Silver Sponsor
$2,500

- PRE-EVENT:
  - Sponsor credit with logo recognition included on event landing page
- AT-EVENT:
  - Sponsor recognition in program presentation
  - 2 tickets to the event

Bronze Sponsor
$1,000

- PRE-EVENT:
  - Sponsor credit with logo recognition included on event landing page
- AT-EVENT:
  - Sponsor recognition in program presentation
  - 2 tickets to the event

Featured Partner
$500

- PRE-EVENT:
  - Sponsor credit with logo recognition included on event landing page
- AT-EVENT:
  - Sponsor recognition in program presentation

Contact Elena Price at eprice@booktrust.org for more information, and visit booktrust.org to learn more about our program!
Books on Tap
Sponsorship Commitment Form

Name: ________________________________

Company Name: ________________________________

Address: _______________________________________

City: ___________ State: _______ Zip: _______

Phone: ___________ Email: _______________________

Sponsorship Package (check one):

☐ Presenting ($15,000) ☐ Gold ($5,000)

☐ Diamond ($10,000) ☐ Silver ($2,500)

☐ Platinum ($7,500) ☐ Bronze ($1,000)

☐ Featured Partner ($500)

Recognize my sponsorship as: ______________________

☐ I would prefer to be anonymous

Payment Options:

☐ Please contact me for my credit card information.

☐ Please send me an invoice.

☐ I’ve enclosed a check. Please make checks payable to:
Book Trust, 191 University Blvd., Suite 527, Denver, CO 80206

Please email the completed form to Elena at eprice@booktrust.org OR mail the completed form to the Book Trust address listed above.

Please consult your tax advisor with any questions regarding this donation.
Book Trust is a nonprofit 501(c)(3) organization.
Our Federal tax identification number is 20-4124164.