

ProLiteracy Great American BOOK SALE

Sponsorship Opportunities

CONTACT

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May 1–31 — 2023 —

About the Event

ProLiteracy's Great American Book Sale offers a unique shopping experience by bringing together authors from a variety of genres to support literacy. **Customers can safely and conveniently purchase or bid on autographed books, as well as other one-of-a-kind experiences for fans, on a mobile and computer friendly e-commerce site** (www.greatamericanbooksale.com). We are proud to feature participating authors and sponsors in ProLiteracy media including targeted social media, email campaigns, and websites.

All proceeds from the sale will support ProLiteracy's National Book Fund and Mobile Learning Fund, which provide adult literacy and basic education programs with print and digital education materials to help teach adults to read.

Gene Nora Roberts Foundation appreciates the opportunity to support ProLiteracy's Great American Book Sale and help raise funds for adult literacy. Thanks to all for providing the opportunity for others to share in the joy of reading. More thanks to the authors, publishers, and contributors for their support and belief in the importance of this issue.

—The Nora Roberts Foundation Board

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Why Contribute?

By supporting ProLiteracy's Great American Book Sale, your generous contributions will:

- Showcase your support of adult literacy and local programs across the United States.
- Connect your brand with ProLiteracy's impactful work and vast network.
- Likely be tax deductible (the value of donated goods or monetary support).
- Spread the love of reading to new adult readers and their families.



About Us: ProLiteracy





Every adult has a right to literacy.

Our Network & Outreach

- ProLiteracy website traffic
 for 2021: 216,545 users
- Email marketing: 49,501 contacts
- **<u>Facebook:</u>** 7,813 page followers
- Instagram: 1,705 followers
- **<u>Twitter:</u>** 7,307 followers
- YouTube: 5,520 subscribers

About

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ProLiteracy is a 501C3 nonprofit focused on advancing adult literacy across the United States and in 35 developing countries through its network of over 1,000 member programs. Last year, our member organizations reported that 148,170 students were served and 82,085 instructors/volunteers provided services to students. Visit Proliteracy.org to learn more about our initiatives and impact.

U.S. Facts

More than 43 million adults in the United States cannot read, write, or do basic math above a third-grade level.¹

1. Adult Literacy in the United States. (2019, July). https://nces.ed.gov/datapoints/2019179.asp.

You Can Make a Difference

Like Nora, you can show the world that adult literacy is important and that you too care about low-literate adults.



GreatAmericanBookSale.com





Scan QR code or click on "Watch Now" link to see this video.

How to support ProLiteracy's Great American Book Sale

This event continues to grow in popularity and demand as we enhance and increase participation of well-known authors from various genres. Contributions can be in-kind or monetary donations.



Virtual or In-Person Meet and Greet Experiences

- Supplement your in-kind donation or provide an hour of your time for a virtual/in-person meet and greet, Q&A, or book discussion.
- Your author experience can be available for purchase or auction. The event will be organized and put on by ProLiteracy during the sale month or within 1-6 months of the conclusion of the sale.

In-Kind Support

Book Donations

We desire top-selling, well-known works from living authors/ artists who can autograph the items. We recommend:

- Works published within the past five years.
- 1-5 copies per title.
- Signatures directly in books. However, bookplates can be requested if necessary.
- Limited editions or first editions to add exclusivity.
- Small donations of bookmarks, pens, stickers, or other collateral to include with your books.
- Items should be shipped to ProLiteracy's headquarters in Syracuse, NY, no later than April 17, 2023.



Marketing Support

- We graciously ask that participating companies, authors, publishers, and supporters spread the word on social media, newsletters, blogs, websites, or anywhere you may connect with potential readers.
- ProLiteracy will provide a comprehensive toolkit with helpful marketing information prior to the sale in May.

The following information is needed for in-kind book donations:

- Title
- Author
- ISBN
- U.S. list price
- Quantity sending (1-5 copies per title strongly recommended)
- High resolution photo (recommended)
- Please indicate if bookplates are needed for author signatures. Bookplates may be placed in books by author/ publisher prior to shipping or by ProLiteracy staff once books arrive at our headquarters.

How to support: Monetary Donations

Monetary Sponsorship Opportunities

	Logo (linked) on e-commerce website	Social media: Tags for recognition	Logo (linked) on ProLiteracy's website	Linked logo on pre-sale and month of email marketing
Signature Sponsor \$8,000 (One Available)	*	*	*	*
The Protagonist \$5,000 (One Available)	*	*	*	*
Book Backers \$3,500	*	*		
Chapter Champions \$1,000	*	*		
Page Patrons \$500 and below	*	*		



Recognition in paid media	Social media: Stand-alone posts	Video blog interview	Logo and recognition on bookmarks shipped with purchases	Logo and recognition on post-sale, thank you email marketing
*	*	*		
*	*			
			*	
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Are you ready to help make a difference?

Please contact **Amanda Wilson** at awilson@proliteracy.org or (315) 214-2464.

Send in-kind and monetary donations to: ProLiteracy Attn: GABS/Amanda Wilson 308 Maltbie St., Suite 100 Syracuse, NY 13204

Monetary sponsorships may also be made online by visiting https://www.proliteracy.org/Great-American-Book-Sale.

In-kind donations must be received no later than April 17.