



3RD ANNUAL HAMPTON ROADS INDIE AUTHOR BOOK FESTIVAL

INTO THE STORY-VERSE

EVENT SPONSORSHIP OPPORTUNITIES

PROCEEDS BENEFIT REACH, INC. (READING ENRICHES ALL CHILDREN), A CAUSE-DRIVEN
501(C)3 PROMOTING LITERACY FOR CHILDREN AND FAMILIES THROUGHOUT COASTAL
VIRGINIA.

A LETTER FROM REACH'S BOARD OF DIRECTORS



On behalf of REACH, Inc. (Reading Enriches All Children), we would like to begin by thanking you for your interest in considering becoming an event sponsor, and as a current sponsor, we thank you for your continued support throughout the years.

Over the course of the last few years, REACH, Inc. nearly tripled its resource distributions to better serve our community. In the last five years, we have moved three times due to unexpected yet needed growth. Following the positive response to The Big Free Bookstore, our organization transitioned its entire 1000 sq ft operations to Military Circle Mall where we utilize an ever shrinking 10,500sq ft warehouse and bookstore! REACH, Inc. and its leaders have received various awards over the last two years to include: 2020 Community Impact Award presented to REACH, Inc. by Coastal Virginia Magazine, 2020 Community U.P.L.I.F.T. Award presented to REACH, Inc. by the City of Norfolk, 2021 Top 40 Under 40 presented to Dr. Jennifer Goff by Inside Business, 2022 Darden College of Education Alumni Fellow presented to Dr. Jennifer Goff by Old Dominion University, 2022 Family Volunteer of the Year Award presented to long time REACH, Inc. volunteers Harrell Peterson & Linda Gower for their contributions by Volunteer Hampton Roads, & 2022 40 under 40 Alumni Recognition presented to Dr. Jennifer Goff by the Old Dominion University Alumni Association.

As a 501(c)3, we depend on the generosity of our supporters to help us continue to drive our mission and the great undertakings that come along with it. Acquiring financial assistance aids in our fundamental expenses, which include supporting The Big Free Bookstore, where families can shop for two new books per person in their household up to two times a week at no cost!

Our team is looking toward the future with high goals and determination for continued success. In exchange for your support, we would be eager to include your company's brand in our promotion, execution, and follow-up of the festival. We would like nothing more than to help publicize your organization, so that together we can help you reach your goals as an active business in the community.

Thank you for your consideration and we hope to hear back from you soon!

Sincerely,

ELIZABETH KALOCAY UFKES
PRESIDENT
PARTNER STSG LAW

LAUREN HILL
VICE PRESIDENT/ TREASURER
HUNTINGTON INGALLS

NIKI SARGENT
SECRETARY
FIVE RINGS FINANCIAL

MEGAN ZWISOHN
DEPUTY COMMONWEALTH'S
ATTORNEY

MARTY SMITH-SHARPE, PHD
SKYLINE HORIZONS

JACKIE GLASS
VIRGINIA STATE DELEGATE
89TH DISTRICT

TOMMY REAMON, JR
CITY ON MY CHEST

ALCEE FLORES
KELLER WILLIAMS

DR. MINDY GUMPERT
VWU/ODU

CHRISTIE "CJ" STOLLE
AMAZON

3RD ANNUAL HAMPTON ROADS INDIE AUTHOR BOOK FESTIVAL

SUNDAY
21 AUG
2022
11:00AM-5:30PM
MILITARY CIRCLE
MALL

INTO THE STORY-VERSE

WHAT IS THE HAMPTON ROADS INDIE AUTHOR BOOK FESTIVAL?



The Hampton Roads Indie Author Book Festival was created by Florenza Denise Lee in 2019 to celebrate independent authors and their work. This indoor event features various independent authors & illustrators of all genres, as well as other local vendors for a fun day of celebration, literacy, and community.



The 2022 Hampton Roads Indie Author Book Festival will host more than 125 unique vendors, authors, illustrators, small businesses, and cause-driven organizations inside and around Military Circle Mall. Targeting residents within a 30-mile radius of Norfolk, this festival aims to lift community voices and support REACH, Inc. (Reading Enriches All Children) with all proceeds of the event.

FREE ADMISSION & FAMILY FRIENDLY

**100 + LOCAL AUTHORS &
ILLUSTRATORS**
LIVE MUSIC & ENTERTAINMENT
GAMES/ CONTESTS/ RAFFLE
**FOOD TRUCKS, LOCAL VENDORS,
& MORE!**



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ABOUT REACH, INC. (READING ENRICHES ALL CHILDREN)

REACH, Inc. was established in 1998 by educator, Kristin Hildum. The program involved a simple model: volunteers reading, crafting, and giving books to children in homeless or domestic violence shelters. The first Read Aloud Program was established at the Help and Emergency Response (H.E.R.) Shelter and has grown to eleven partner homeless and domestic violence shelters and nine community organizations in Hampton Roads. REACH, Inc. is working to reverse illiteracy and improve education for at-risk children. REACH, Inc. promotes youth literacy/education and continues to impact and support the literacy needs in Hampton Roads. Reading is an important foundation for success and our Read Aloud programs help homeless and at-risk children beat the odds and work to achieve future academic achievement. Our goal is to continue meeting the regional priorities of improving literacy and education for children ages 0-17, especially those living in poverty.

REACH, Inc. is Coastal VA's leading literacy resource organization with more than 75,000 new & gently read books being shared through its programs last calendar year.

THE BIG FREE BOOKSTORE

@thebigfreebookstore



The Big Free Bookstore was created in November of 2020 to ensure all families in our area had access to new literacy resources due to the abrupt closures of many of our social support systems. Originally geared to be a special pop-up store for the holiday's, REACH, Inc. was overwhelmed with the hundreds of requests to remain open. We are proud to share that our doors never closed.

Between opening our doors on Black Friday 2020 and April of 2022, our bookstore has helped create & enrich home libraries for +4700 families!

THE BIG FREE BOOKSTORE FAST FACTS

+ **41,000** New Books Distributed

+ **500k** Free Resources

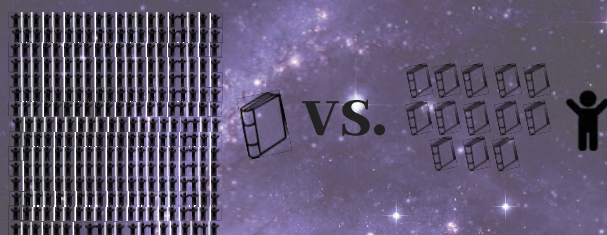
+ **4700** Unique Families

+ **12,000** Individuals Served

+ **10,000** Visits

83% Soutshide VA residents

Access to books differs greatly based on affluence



The ratio of books per child in low income neighborhoods is 1 to 300 compared to middle income neighborhoods at 13 to 1

REACH TEAM

We are a children's literacy cause driven organization with the aim: to empower our children with the literacy resources and supports they need to become strong, literate citizens.



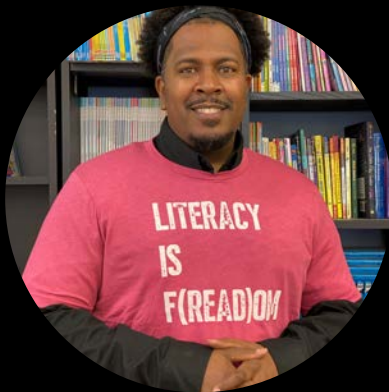
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PARTNERSHIP & PROGRAM COORDINATOR
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SPONSORSHIP INFO

3RD ANNUAL HAMPTON ROADS INDIE AUTHOR BOOK FESTIVAL

SPONSOR BENEFITS	PACKAGE LEVELS				
	Presenting \$7,500	Platinum \$5,000	Gold \$3,000	Silver \$1,500	Bronze \$500
Recognition & co-branding in all event media coverage (pre and post event)	✓				
Speaking/keynote address at event	✓				
Unique hashtag on event posts	✓				
Opportunity to provide promotional offers to event participants pre (website and social media) and on event day	✓	✓			
Logo on event communications with all stakeholders	✓	✓			
Literature about sponsor organization in the participant event e-packet	✓	✓	✓		
Logo on all event print materials*	✓	✓	✓		
Logo on event t-shirt (July 15th cutoff) *	✓	✓	✓	✓	
Name included in REACH's e-newsletter announcing partnership	✓	✓	✓	✓	
Media Coverage/ Radio at event	✓	✓	✓	✓	
10x10 Vendor space	✓	✓	✓	✓	✓
Listing on REACH's HRIABF website (logo with link)	✓	✓	✓	✓	✓
Opportunity to provide gift/promo items for event swag bags	✓	✓	✓	✓	✓
Banner provided by sponsor to be displayed at event	✓	✓	✓	✓	✓
Logo on participant event packet	✓	✓	✓	✓	✓
Social media posts with Sponsor's handle on event posts	All	5 posts	4 posts	3 posts	1 post
Advertisement in event e-packet	Full	1/2 page	1/3 page	1/4 page	1/4 page

A-LA-CARTE OPTIONS \$250 EACH

Promotional Table at Event

Advertisement in event e-packet

Vendor Area Sponsor*

Logo on banner provided by partner to be displayed at event

*Sponsorship must be received by July 15th for inclusion on printed materials

SPONSORSHIP COMMITMENT FORM

3RD ANNUAL HAMPTON ROADS INDIE AUTHOR BOOK FESTIVAL

EVENT DATE: SUNDAY, AUGUST 21, 2022

Company Name/Donor: _____

Contact Person & Title: _____

Phone Number: _____ Email: _____

Address: _____

Signature of Contact: _____

My signature indicates authorization to make this commitment on behalf of my company/organization.

SPONSORSHIP LEVEL SELECTION:

Yes! We would like to support REACH, Inc. and be a sponsor for the 3rd Annual Hampton Roads Indie Author Book Festival event! Please indicate sponsorship level.

Presenting (\$7,500) Platinum (\$5,000) Gold (\$3,000) Silver (\$1,500)

Bronze (\$500) Other _____

Yes! REACH, Inc. can list my/our name in press releases, annual reports, and/or internal publications as a REACH Inc., contributor. Please publish my/our name as: _____

Please indicate your social media handle for the following platforms:

Facebook: _____ Twitter: _____ Instagram: _____

Payment Options:

Check enclosed made payable to REACH, Inc.

Please email me/our company an invoice link to the following email address: _____

PLEASE MAIL ORIGINAL FORM TO:

REACH, Inc. • 880 N. Military Hwy, Military Circle Mall • Suite 1015
Norfolk, VA • 23502

CONTACT US:

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REACH, Inc.'s mission is to promote literacy for children who are at-risk and homeless throughout Coastal Virginia.



@REACHreads



www.REACHreads.org