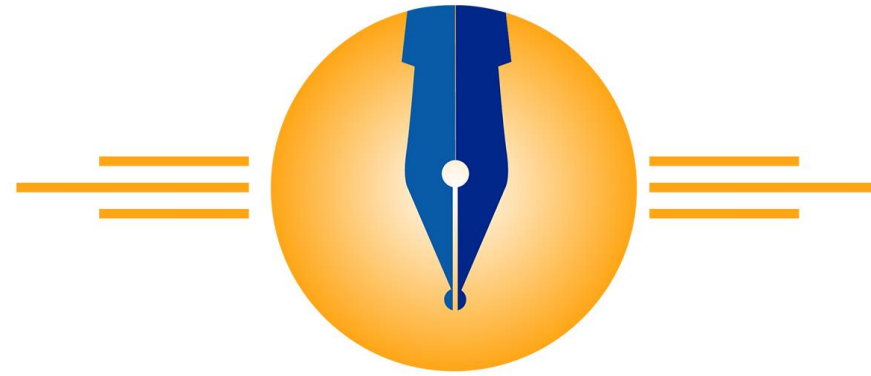


IABX

Independent Authors Book Experience

Independent Authors Book Expo

Sponsorship Proposal



IABX

Independent Authors Book Experience

The Independent Author Book Experience is a nonprofit organization committed to promoting and empowering authors and bridging the gap between independent authors and readers. We also aim to promote early literacy by encouraging and inspiring readers of all ages and organizing various events and workshops for authors and readers.

Independent Author Book Expo



Our main event is the annual Independent Author Book Expo, which has served as the platform for independent authors since 2014. We have been fortunate in the past to have the support of local businesses and organizations to successfully organize the event, and we hope this year will be no exception.

As we prepare for the 6th Annual Independent Authors Book Expo, which will be taking place September 14th, we would like to ask for your support as a sponsor.

We are committed to our sponsors' success!

We have planned a comprehensive marketing campaign to promote this event. Sponsors who sign up early will get maximum exposure at our growing Book Expo.

Your support will open opportunities to promote your organization to authors, volunteers, and attendees at our event. In addition to the opportunity to showcase your products and services, you'll benefit from logo placement, as well as being featured on our marketing materials and website. You will expand your reach exponentially before, during, and after the event.



Network with
prospects



Increase publicity
with press release
mention



Gain social media
followers and
website traffic



Improve brand
perception

Testimonials from Past Sponsors



“I would like to thank you for the wonderful work you and your company are doing in this community. We were very grateful to be a sponsor of your event last September... I can't wait for the next one. Please let us know of the upcoming event, we will be happy to share it with our Chamber members. Great Job! Keep up the good work!”

Wilfrid Peralte, President of Roselle Chamber of Commerce

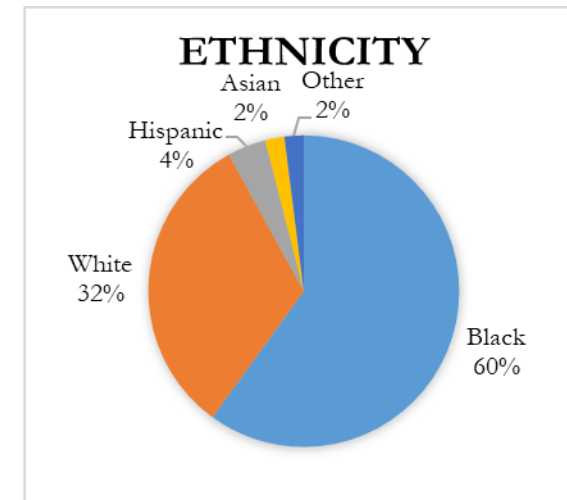
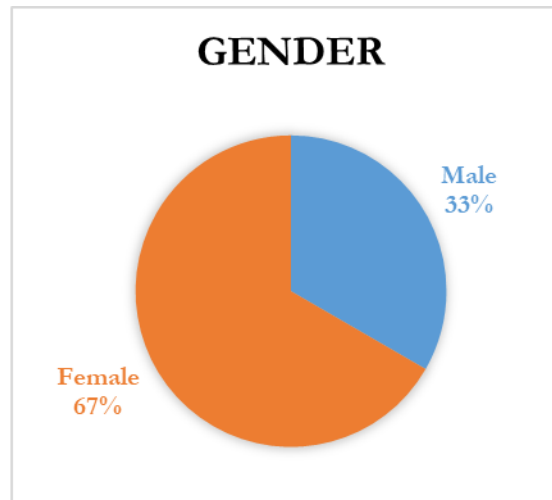
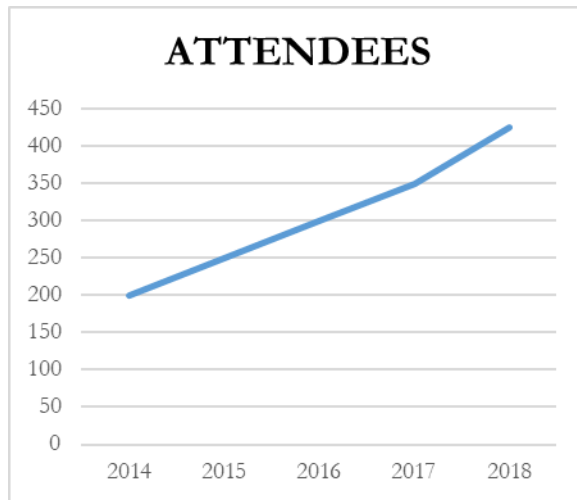


“I’ve been involved with IABX from its initiation 5 years ago and have benefitted significantly from the exposure and knowledge this organization has provided for me and my company. Renae is very personable and attentive to our company’s requirements and ... she does everything possible to meet or exceed satisfaction each year we participate. I confidently recommend the IABX.”

Michelle Drummond, DStrings

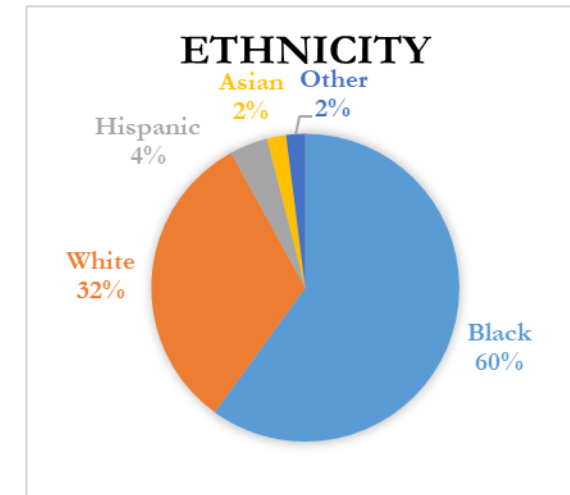
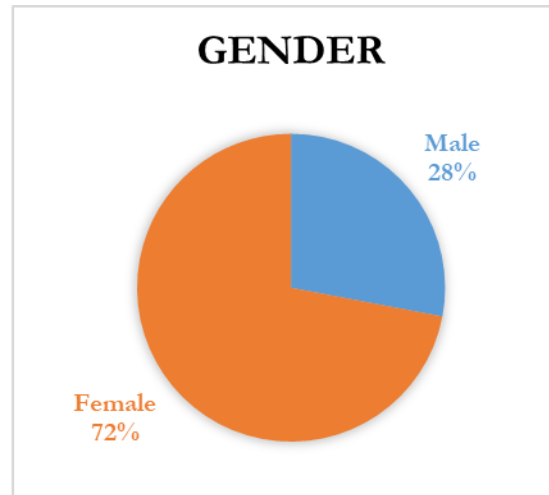
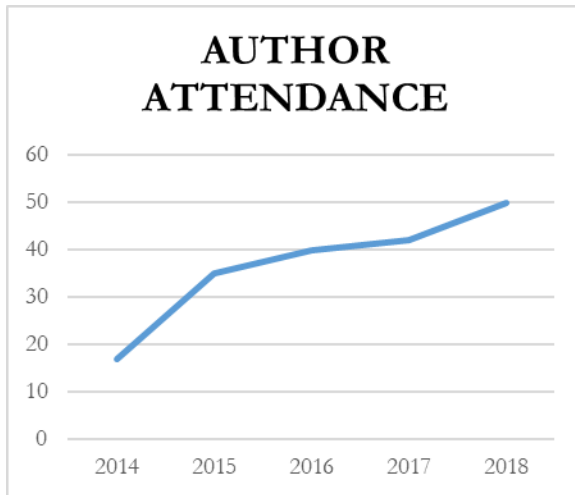
Attendee Overview

- 112% growth in attendees since first Book Expo
- Expecting up to 750 attendees, in addition to 1,600+ social media followers
- Household Income \$55,000+
- Ages 2-85



Author Overview

- Expecting up to 60 rising authors
- Household Income \$45,000+
- Ages 18 - 85



Sponsorship Levels

Gold Sponsor (\$2,500)

- Table at event
- Logo placement on event signage
- Inside back cover in Ad Journal
- Recognition in advertising and social media
- Souvenir bag insert

Silver Sponsor (\$1,000)

- Table at event
- Full page in Ad Journal
- Recognition on website and social media
- Souvenir bag insert

Sponsorship Levels

Workshop Sponsor (\$750)

- Workshop hosting opportunity (e.g. bank sponsor can host financial literacy workshop)
- Full page in Ad Journal
- Recognition on website and social media
- Souvenir bag insert

IABX Award Sponsor (\$500)

- Award naming opportunity (e.g. IABX Award sponsored by *ABC Company*)
- Half page in Ad Journal
- Recognition on website and social media
- Souvenir bag insert

Children's Corner Sponsor (\$350)

- Arts and crafts supplies for children
- Half page in Ad Journal
- Recognition on website and social media
- Souvenir bag insert

Souvenir Bag Sponsor (\$350)

- Company name on souvenir bag
- Half page in Ad Journal
- Recognition on website and social media
- Souvenir bag insert

Half Page Ad in Journal (\$100)

Let's work together!

If you would like to support our 6th Annual Independent Authors Book Expo or have any questions, please contact us directly. If you are not able to sponsor the event, please consider in-kind donations, such as promotional items, and support us by attending the event.

Thank you for your support and we look forward to hearing from you!

Renaee Smith

CEO, Independent Authors Book Experience

Phone: (908) 516-8802

Email: iabex@hotmail.com