

Re: Meet the Authors - A Book Signing Event (2nd Annual)
Date: Friday, November 19, 2010
Place: **Holiday Inn University Area & Conference Center** (newly renovated)
Time: 11:00 a.m. - 6 p.m.

Dear Potential Sponsor:

Please read the following letter. Thank you.

On November 19, 2009, **36** authors participated in the first **Meet the Authors** event, and experienced a very successful **book signing** in the Glenmore Ballroom. It was such a **huge success**, that the authors wanted me to organize it again this year! I personally sold 55 of my own books that day, and many other authors reported large sales!

This November, we are expecting well over 50 authors. **I am respectfully requesting that your company be a sponsor this year, as this event will continue to grow each year, and surely become one of Charlottesville's main public events.**

Here are some quotes from the "author feedback" emails...

"It was very satisfied with the event...I would like to participate next year!"

"It was a great time, and it was better than I imagined. I am ready to be a part again without a doubt."

"I would definitely participate next year. Just let me know when to register."

"Thanks for putting on the best signing I've ever attended...to date! I will participate next year, gladly!"

"You did an outstanding job organizing with publicity and organizing everything down to the last detail. Well done!"

"It was an incredible event. Thank you!" *...and the compliments go on and on!*

I was so humbled by the sponsor participation last year that I did everything I could to promote and acknowledge each company during the event:

-Before the ballroom doors opened to the public, I announced the list of sponsors over the microphone, and encouraged the authors to use their services throughout the year, as our way of thanking them for their trust and participation. After reading the list, everyone began to clap loudly. It was an amazing and unexpected moment!

-Each author's table had a 36" x 6" white cardstock sign pinned to the tablecloth with the name of their table's sponsor.

-At the entrance of the ballroom, in full view, we had a 4' x 2 and ½' poster mounted on foam core, resting on a decorative easel that listed all the sponsoring companies.

-During the afternoon, I, again, announced by microphone, all the sponsors and thanked them for their participation and generous support.

-As the public entered, they were all handed a program, which listed all the sponsors.

-Sponsor promotional brochures and business cards were displayed on the Welcome table.

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**The sponsorship fee is \$150 per company. With those fees, I plan to:**

-secure more television, radio, and advertising that was found to be effective last year.

-design and print 5000 inserts in the Nov. 14, Sunday, *Daily Progress*, and have the four color, double sided glossy paper inserted and delivered by specific trucks to specific zip codes. **Each sponsor will be listed on this insert. (I will need your company logo.)**

-print all sponsor names on the program, as we did last year. (See last years program.)

-assign a sponsor to each author's table, as was done last year, by affixing the 36"x 6" card stock sign to the front of each table, naming the sponsor.

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Note- the digital sign at Sun Trust Albemarle Square has been reserved for 3 days prior.

I sincerely hope that you will seriously consider supporting **Meet the Authors - A Book Signing Event** this year. I am a very hard worker... a perfectionist really, and I always put 100% into every endeavor. For those that know me, they will attest to this.

My goals are:

-to create an inviting environment for the general public to shop, meet the authors, and purchase signed books for holiday gifts.

-to attract large numbers of the general public with Free Admission.

-to showcase each author in a professional light.

-to support our sponsors by encouraging the public to patronize them when the need for their service becomes necessary.

-to experience record breaking book sales.

-to donate a portion of the proceeds to a charity of my choice. (Charity not yet selected.)

Please R.S.V.P. - I would greatly appreciate your immediate attention and response so I can begin planning the advertising budget, and contact the appropriate services in advance.

You may contact me at 434-295-4887, or email jaynedals@aol.com. Feel free to visit my web site www.miraclegwriter.com. Thank you for your consideration!

Sincerely,

Jayne Cox, Event Coordinator and Author
www.miraclegwriter.com

Sponsor Registration Form

Meet the Authors - A Book Signing Event

Friday, November 19, 2010
Holiday Inn University Area & Conference Center
1901 Emmet Street, Charlottesville, VA 22901
11:00 a.m. - 6:00 p.m.

Company name _____

Contact person _____ Phone _____

Email address _____
(We will not abuse the right of using your email address.)

Fee: \$150. Please make check payable to Jayne Cox.

To register:

Please supply your company logo.

Make 2 copies of this form.

Keep one for your records, and mail a copy of the completed form, with a check in the amount of \$150 to:

**Jayne Cox
4760 Barn Field Drive
Keswick, VA 22947**

Please R.S.V.P - I would greatly appreciate your immediate attention and response so I can begin planning the advertising budget, and contact the appropriate services in advance.

If you have any questions, feel free to contact Jayne Cox at (434) 295-4887, or email jaynedals@aol.com. (Web site www.miraclewriter.com)

Thank you!