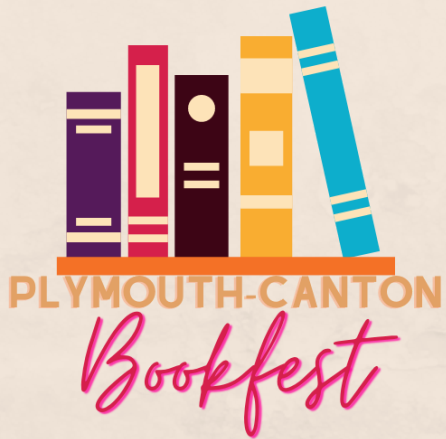




PLYMOUTH-CANTON

Bookfest

SPONSORSHIP KIT



ABOUT US

What: The Inaugural Plymouth-Canton Bookfest

When: Sunday, October 2, 2022

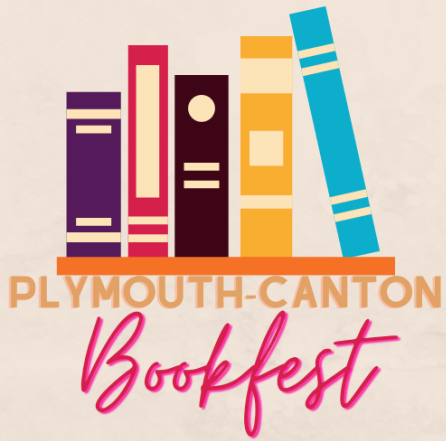
Where: PARC: Plymouth Arts & Recreation Center, Plymouth, MI

Who: Ryan M. Place, Event Director
ryanplace@fastmail.fm
(313) 624-7399

Event Partners: Plymouth Community Chamber of Commerce
PARC

Website: www.plymbook.com
(under construction)





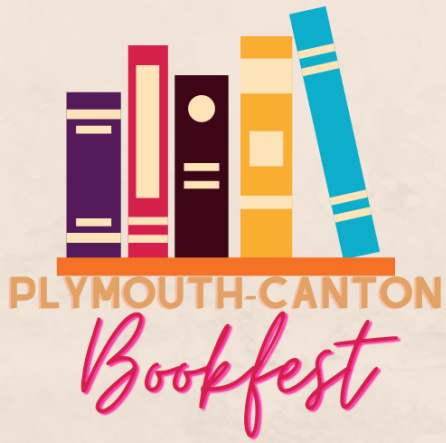
OUR VISION

The Plymouth-Canton Bookfest will come every first weekend of October to our vibrant, artistic community to celebrate books and the love of learning. As the leaves start to reveal tinges of color and cooler, crisp nights return, the Plymouth-Canton Bookfest will be a harbinger of autumn and a treasured community institution. Situated in the western suburbs of Detroit, and just 20 miles from the University of Michigan at Ann Arbor, the Plymouth-Canton region is among Michigan's most highly educated areas, and the local public school system is one of Michigan's best.

In this ripe soil of intellectual curiosity, we plan to grow one of Michigan's premier book festivals. We will celebrate local Michigan authors and publishers and elevate media coverage of Michigan's rich literary past and present.



OUR AUDIENCE



The behavioral audience **bibliophiles** (book lovers) offers a highly educated and affluent consumer base with disposable income to spend on your company's products and services.

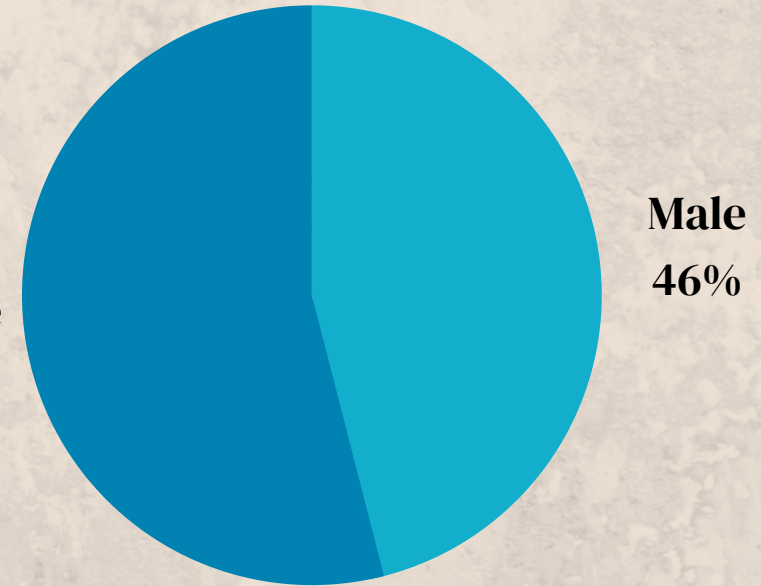
Expected Attendance: 1,000- 2,000 people

Media Reach: 50,000- 150,000 people

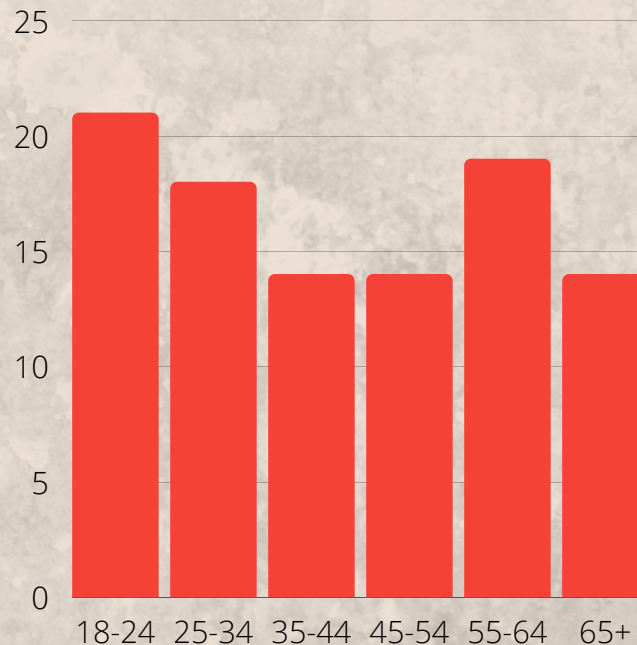


25% of households make
\$75,000/yr.

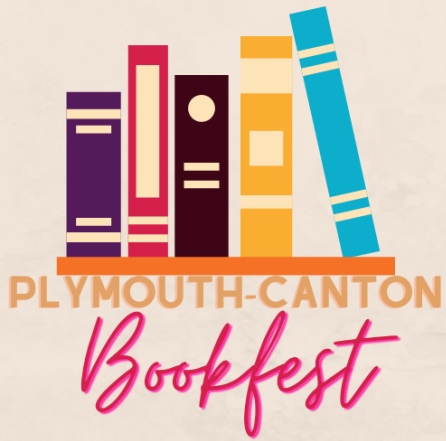
**Female
54%**



**Age Distribution
(percentage)**



BRAND HABITS



Related Behavioral Audiences

Associated Brands



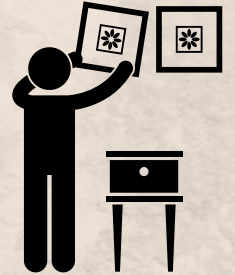
STARBUCKS®

**WELLS
FARGO**



GNC
LIVE WELL

1. Home Improvement/
Decor



2. Health and Wellness

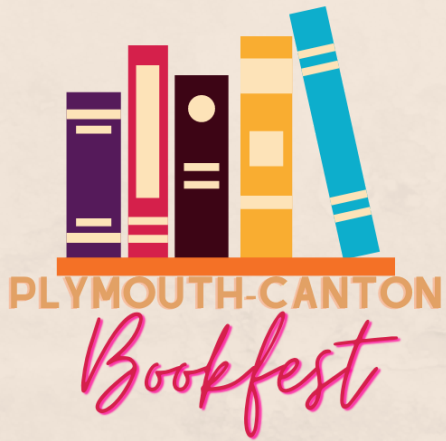
3. Education



4. Pharma



5. The Environment

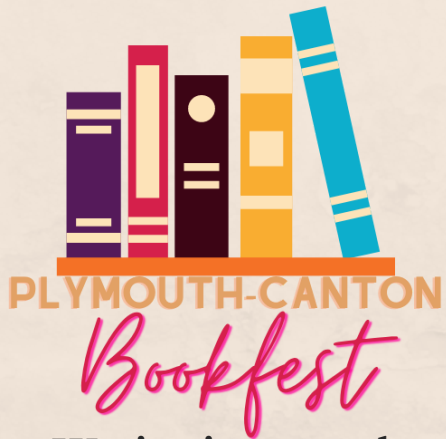


OUR COMMUNITY

We plan to engage with our community through a poster contest and flyer distribution with the **Plymouth-Canton School District**. Our venue host, the **Plymouth Arts and Recreation Center (PARC)**, is a well-known host and supporter of artistic and recreational programs in the region. We will also work with our partner, the **Plymouth Community Chamber of Commerce**, to publicize the event locally and regionally. **The event will be free and open to the public.**

Our ultimate goal is to create an event known throughout the state and the entire Midwest, one that will join the list of well-regarded and popular events in Plymouth, and one that will give back to and shine a positive light on our wonderful community.



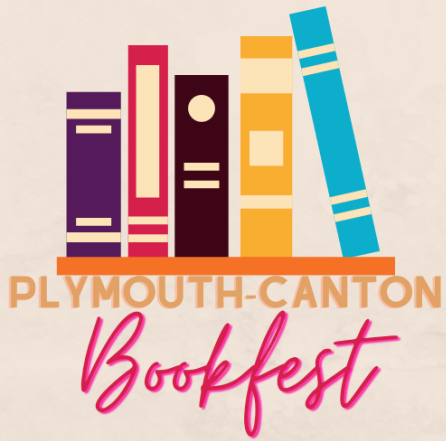


PARTNER WITH US

We invite your business to partner with us as we create this positive institution for our community. By joining us as an inaugural sponsor, your company will get in on the ground floor and have a voice in the development of our festival. We offer custom sponsorship contracts based on activation pricing as well as package deals. We encourage you to come up with your own activation ideas to build a sponsorship that works for your unique publicity needs. Here are some activation ideas:

- **Table/exhibit at the festival**
- **Name and logo on custom bookmarks**
- **Welcome bags**
- **Children's poster contest**
- **Underwrite the appearance of a specific author**
- **Author lecture series**
- **Run-through donations to local schools or libraries**
- **Name and logo on event signage**
- **Name and logo on event merchandise**
- **Food and beverage sampling at event**
- **Children's storytime**
- **Literary contest or Best Book at Show**





SPONSORSHIP PLANS

Nobel Laureate \$10,000/3 years (1 available)

- Unlimited number of activations
- Category Exclusivity

Best Seller \$5,000/yr. (2 available)

- Up to 5 activations per year
- Category exclusivity

Pulitzer Prize \$3,000/yr. (3 available)

- Up to 3 activations per year

Debut Novelist \$1,500/yr. (many available)

- 1 activation per year

The end.

Thank you for your support!

