

## SPONSORSHIP LEVELS AND AMENITIES

We invite you to become a part of our family of supporters and enjoy exclusive benefits as an expression of our sincere appreciation. Your generosity sustains this free celebration of readers, writers, and their books!

<b>BENEFACTOR</b>	<b>\$20,000</b>
<ul style="list-style-type: none"> <li>• LBF Special Event Sponsorship (e.g., Authors Party, Cooking Demonstration Tent, Storytelling Tent)</li> <li>• Prominent acknowledgment at special event, in printed festival program, on back cover of program, on website, on promotional poster and bookmark, on volunteer t-shirt, and in select media</li> <li>• 10' X 10' sponsor tent (with two chairs and a draped table) at festival</li> <li>• Ten tickets to Authors Party</li> </ul>	
<b>ADVOCATE</b>	<b>\$10,000</b>
<ul style="list-style-type: none"> <li>• LBF Preferred Program Sponsorship (featured festival program in House or Senate Chamber, or other designated program)</li> <li>• Acknowledgment in printed Louisiana Book Festival program, on back cover of program, on website, on promotional poster and bookmark, on volunteer t-shirt, and in select media</li> <li>• 10' X 10' sponsor tent (with two chairs and a draped table) at festival</li> <li>• Eight tickets to Authors Party</li> </ul>	
<b>PATRON</b>	<b>\$5,000</b>
<ul style="list-style-type: none"> <li>• LBF Program Sponsorship (other featured festival program besides higher-level sponsor programs)</li> <li>• Acknowledgment in printed Louisiana Book Festival program, on back cover of program, on website, on promotional poster and bookmark, and on volunteer t-shirt</li> <li>• 10' X 10' sponsor tent (with two chairs and a draped table) at festival</li> <li>• Six tickets to Authors Party</li> </ul>	
<b>PARTNER</b>	<b>\$3,000</b>
<ul style="list-style-type: none"> <li>• Acknowledgment in printed Louisiana Book Festival program, on back cover of program, on website, on promotional poster and bookmark, and on volunteer t-shirt</li> <li>• 10' X 10' sponsor tent (with two chairs and a draped table) at festival</li> <li>• Four tickets to Authors Party</li> </ul>	
<b>SUPPORTER</b>	<b>\$1,500</b>
<ul style="list-style-type: none"> <li>• Acknowledgment in printed Louisiana Book Festival program, on back cover of program, on website, on promotional poster and bookmark, and on volunteer t-shirt</li> <li>• Four tickets to Authors Party</li> </ul>	
<b>FRIEND</b>	<b>\$500</b>
<ul style="list-style-type: none"> <li>• Acknowledgment in printed Louisiana Book Festival program and on website</li> <li>• Two tickets to Authors Party</li> </ul>	
<b>DONOR</b>	<b>\$100</b>
<ul style="list-style-type: none"> <li>• Acknowledgment in printed Louisiana Book Festival program and on website</li> </ul>	

# TERMS AND CONDITIONS FOR EVENT SPACE

“LBF” shall mean the Louisiana Library and Book Festival Foundation, a Louisiana nonprofit corporation, and the Louisiana Book Festival (festival) that the Louisiana Library and Book Festival Foundation will conduct in Baton Rouge, Louisiana. LBF shall have the power to interpret and enforce these terms and conditions governing sponsors, hereinafter referred to as “sponsor(s)”. All matters not covered by these terms and conditions shall be subject to the final judgment and decision of LBF. The Sponsor Agreement (Sponsor Terms & Conditions and Agreement), when properly executed, shall be a binding agreement between the two parties. Each sponsor, for itself and its employees, agrees to abide by these terms and conditions and agrees that the sole control of the event rests with LBF.

## APPLICATIONS AND ELIGIBILITY

Application for space must be made on the appropriate sponsor agreement. LBF reserves the right to determine the eligibility of any exhibit for inclusion in the festival. The granting of space does not convey LBF's endorsement of the sponsor's books, merchandise, or service. LBF reserves the right to require the modification or removal of any exhibit that, in its opinion, is not in character with the festival. LBF will provide space and equipment as specified in the duly executed sponsor agreement.

## DESCRIPTION OF SPACE AVAILABLE

At no cost to the sponsor, LBF will provide a 10'x10' freestanding tent erected on the festival site. Each tent will be equipped with one 8' draped table, two chairs, a wastebasket, and a name identification sign. Free wireless Internet access is available to those with wireless capabilities. **No electricity will be provided unless requested in writing on agreement.**

## BOOK AND/OR MERCHANDISE SALES

Each sponsor agrees that any and all books written by featured Louisiana Book Festival authors will only be sold at full retail price. Sale price of other books or merchandise are at sponsor's discretion. **All sponsors offering any items for sale must complete a tax form and return it to the City of Baton Rouge.** The City of Baton Rouge may send agents to collect sales tax. If not, each sponsor will receive a tax form and preaddressed envelope in the registration packet. City taxes are 5% and state taxes are 4%; sponsors do not need to register with the state or city, but must fill out the form provided upon registration.

## CARE AND USE OF EVENT SPACE

LBF will arrange for cleaning of aisles/walkways and removal of trash throughout the day; sponsors may not place anything in aisles/walkways during festival open hours. Sponsor agrees to keep its space in good order. The sponsor may not assign or sublet any space allotted to it and may not advertise or display goods other than those sold by it in the regular course of business. The space assigned to the sponsor is for its own exclusive use and may be used only for the display and sale of its goods and services.

## OPERATING AND VACATING HOURS

The sponsor agrees to maintain and operate space between the official opening and closing hours of the festival, as posted on the official festival website. This means that the sponsor will register at Exhibitor Registration between **7:00 and 10:00 a.m.** the day of the festival and will maintain and operate space until **at least 5:00 p.m.** and no later than 7:00 p.m. that same day. Upon vacating, sponsor will completely clear contents from space.

## SECURITY

LBF will furnish watchmen on a 24-hour basis. The furnishing of said watchmen shall neither be deemed to imply any liability on the part of LBF, its volunteers, or representatives, nor to modify in any way the assumption of risk and release provided for below. All property of the sponsor will remain under the sponsor's custody and control at all times.

## DISCLAIMER

The sponsor agrees to indemnify and hold harmless LBF and its affiliates, officers, members, and agents from any damage, liability, or expense arising or incurred from any loss or injury to any property or person, including the sponsor, its agents, employees, and business invitees, which arise from or by reason of the sponsor's occupancy and use of the exhibition premises or a part thereof. The sponsor is encouraged to insure itself against property loss or damage and against liability for personal injury at its own expense.

The Louisiana Library and Book Festival Foundation (LBF) agrees to provide amenities as listed in the SPONSORSHIP LEVELS AND AMENITIES and event space, if requested, as outlined in the DESCRIPTION OF SPACE AVAILABLE. By executing this agreement, the undersigned hereby acknowledges receipt of and agrees to be bound by the terms and conditions set forth in this document.

Fill out completely and **return with logo in vector file format (.eps or .ia)** no later than **August 1, 2017**.

## ALL SPONSORS:

PRINT sponsor name:

Sponsor agrees to make a

monetary

in-kind

donation in the amount of

\$

Donation description:

Contact name:

Phone:

Website/URL:

Email:

Physical address:

City

State

Zip

Signature of sponsor's  
authorized agent:

Date:

Signature of LBF's  
authorized agent:

Date:

## MEDIA SPONSORS:

Due Date to Receive LBF Ad:

Run Dates:

Estimated viewer/readership:

Materials Specs:

## TO REQUEST SPACE AT FESTIVAL:

Check here to request tent space at festival

If requesting space at festival, PRINT sponsor description in ≤30 words for program and website (*subject to editing*):

Check the number of tables and chairs you need:

1 table

2 chairs

2 tables

4 chairs

PLEASE track the approximate number of visitors visiting your tent during the festival – we'll ask afterwards!

## EMAIL / MAIL / FAX TO:

Lesli Gray, Exhibits Coordinator  
701 N. 4<sup>th</sup> Street  
Baton Rouge, LA 70802

fax 225 219 9840

[lbfexhibitor@state.lib.la.us](mailto:lbfexhibitor@state.lib.la.us)