



Greensboro  
**BOUND**  
Literary Festival

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May 16-19, 2024

Sponsorship Brief

## ABOUT THIS YEAR'S FESTIVAL

We are excited to return to downtown Greensboro this year for our fifth in-person festival! We continue to be a meeting place for conversation on a wide range of topics and genres, from romance and sci-fi to memoir and personal experience to social justice and prison reform. As always we pay homage to North Carolina's rich literary history, while broadening our tent to welcome in voices from all over the country. And, we have renewed our goal to present at least 50% authors of color as part of our Festival line-up.

We believe that stories are the tie that binds us, so we have brought together more than 60 authors in a series of delightful, thought provoking conversations that highlight the range of human experience and literary creativity.

**We invite you to be a part of Greensboro Bound by helping us continue to facilitate engaging and meaningful conversations within our community as a 2024 Festival Sponsor.**

## ABOUT GREENSBORO BOUND

Greensboro Bound Literary Festival is a program of the Greensboro Literary Organization, a 501(c)3 nonprofit. Created in 2017, the idea was to develop a festival that would bring together readers, writers, students, academics, authors, and volunteers who are passionate about books, writing, and reading. Over the past seven years, we have done just that through a variety of programming, partnerships, and patronage. We have presented nearly 400 authors of poetry, fiction, nonfiction, young adult, and children's books through our annual Festival, year-round in-person and virtual events, and our signature *Authors Engaging Students* program.

*We encourage committed readers to further engage with literature and spark new enthusiasm for reading among beginners. By promoting reading and civil public discussion, we hope to bridge social and cultural divides across our city and region and to foster an understanding of writing as a process that allows free expression, deepens critical thought, and helps sustain a culture of inquiry and delight that is open to all.*

## ABOUT OUR SPONSORSHIPS

As a Greensboro Bound Literary Festival sponsor you have the unique opportunity to show your community that you value and appreciate the expression of new thoughts and ideas through the literary arts.

Our sponsorships give you the opportunity to speak directly to a captive Festival audience, along with having your branding (logo) prominently displayed at events, in printed materials, and online.

While all of our financial supporters will be recognized in some way, high-level sponsorships give prominence to your organization as the "raison d'être" for the Greensboro Bound Literary Festival. All sponsorships off-set the direct cost of producing this **100% FREE community festival**.

## OUR LEADERSHIP

### Staff

Lex Orgera, Executive Director  
Jessica Beamon, Program Manager  
Lynn Witherspoon, Festival Logistics Coordinator

### Board of Directors

Lynn Wooten, Board Chair,  
*Vice President of Marketing & Public Relations*, The Well-Spring Group

Steve Colyer, Board Vice Chair,  
*retired telecom executive;*  
*co-founder*, Greensboro Bound

Waiyi Tse, Board Secretary,  
*Chief of Staff*, Office of the Chancellor, UNCG

Gigi Renaud, Board Treasurer,  
*Retired Global Finance Director*,  
Center for Creative Leadership

Martin Acevedo,  
*Vice President of Marketing and Communications*, Community Foundation of Greater Greensboro

Brigitte H. Blanton, *Director*,  
Department of Libraries/  
Museum, City of Greensboro

Mona Gillis Edwards, *Founder and Owner*, LIFT Coaching and Consulting

Jennifer Feather, *Head*,  
Department of English, UNCG

Barbara Halbert,  
*Program Coordinator*, *Teaching Resources Center in the School of Education*, UNCG

Nakia Hoskins, *External Engagement Coordinator*,  
University Libraries, UNCG

Brian Lampkin, *Vice Chair*,  
*co-owner*, *Scuppernong Books;*  
*co-founder*, Greensboro Bound

Harvey Long, *Student Success Librarian*, *Bluford Library*, *NCA&T*

Dabney Sanders, *Downtown Greenway Project Manager*,  
*Action Greensboro*

Angie Smits, *Publisher Representative*, *Southern Territory Associates*

Natalie Strange, *Director of Library Media Services*, *Guilford County Schools*

**SPONSORSHIP  
LEVEL**

**BENEFITS**

**Authors Circle,  
Tier 1  
\$10,000**

- A heartfelt Thank You!
- Logo placement in local TV spots/ads
- Prominent logo with link on our website supporters page
- Prominent logo in Festival guide
- Prominent logo/name include on sponsor signage at venue
- Logo recognition in Festival app
- Verbal sponsor recognition at Festival events
- Opportunity to introduce panelists at two events of your choice
- Sponsor/Donor "spotlight" (profile) in e-newsletter
- Up to 6 reserved seats at two events of your choice
- Opportunity to table in Cultural Center during Festival
- Business category exclusivity

**Authors Circle,  
Tier2  
\$7,500**

- A heartfelt Thank You!
- Prominent logo with link on our website supporters page
- Prominent logo in Festival guide
- Prominent logo/name include on sponsor signage at venue
- Logo recognition in Festival app
- Verbal sponsor recognition at Festival events
- Opportunity to introduce panelists at event of your choice
- Sponsor/Donor "spotlight" (profile) in e-newsletter
- Up to 4 reserved seats at an event of your choice

**Writers Circle  
\$5,000**

- A heartfelt Thank You!
- Prominent logo with link on our website supporters page
- Prominent logo in Festival guide
- Prominent logo/name include on sponsor signage at venue
- Logo recognition in Festival app
- Verbal sponsor recognition at Festival events
- Opportunity to introduce panelists at event of your choice
- Sponsor/Donor "spotlight" (profile) in e-newsletter
- Up to 4 reserved seats at an event of your choice

## SPONSORSHIP LEVEL

## BENEFITS

### **Hardcover Club** **\$2,500**

- A heartfelt Thank You!
- Logo with link on our website supporters page
- Logo in Festival guide
- Logo include on sponsor signage at venue
- Logo recognition in Festival app
- Verbal sponsor recognition at Festival events
- Up to 2 reserved seats at an event of your choice

### **Paperback Writers** **\$1,000**

- A heartfelt Thank You!
- Logo on our website supporters page
- Logo in Festival guide
- Logo include on sponsor signage at venue
- Logo recognition in Festival app
- Up to 2 reserved seats at an event of your choice

## HOW TO REACH US

For questions about sponsorship opportunities please contact:

### **Lynn Wooten, Board Chair**

lynnwooten@greensborobound.com  
336-337-7102

### **Lex Orgera, Executive Director**

lex@greensborobound.com  
310-433-7704

For logo submission, invoicing questions, and to reserve seating for events, please contact:

### **Jessica Beamon, Program Manager**

jessica@greensborobound.com  
336-392-5213