October 25-30, 2019, the Friends of VCU Libraries present the 12th annual book sale. A VCU tradition for students and the community, this six-day public event attracts more than 3,500 attendees, who purchase more than 30,000 titles. Sales and attendance in 2018 set an all-time record for VCU Libraries.

Event proceeds support resources and programs at James Branch Cabell on the Monroe Park Campus and at Tompkins-McCaw Health Sciences Library on the MCV Campus. Proceeds also pay for on-campus community service projects of the student-focused VCU Emerging Leaders Program.

As an event sponsor, you can spark active engagement between students, faculty, VCU and the greater community. Not only will your organization gain exposure to thousands during the event, but you will be associated with one of the most highly regarded university libraries in Virginia, which thrives on enriching education and leadership to support students, faculty and the community.
Why VCU Libraries?

VCU Libraries is a crossroads for the arts and sciences, culture and community. Your sponsorship pairs your identity and brand with VCU Libraries’ outstanding series of free and open community events. Diverse audiences total more than 20,000 attendees each year. VCU’s James Branch Cabell Library has more than 2 million visitors each year. Our state-of-the-art Lecture Hall seats 300 for cultural and scholarly events. Your sponsorship connects you to VCU’s 32,000 students and 15,000 faculty and staff in a high-profile way.

Our programs range from explorations of art and activism to ethical challenges of scientific research, from illuminating readings and conversations with writers to local topics about Richmond history and culture. Recent events included a conversation with National Book Award recipient Colson Whitehead, a screening of the film “Loving,” a lunchtime presentation on intellectual property and an exhibition of scientific illustrations at our MCV Campus library.

Program attendees form a deeper understanding of our society and they discover fresh perspectives in conversations with others. As an event sponsor, you can help spark this active engagement between VCU Libraries and its greater community. Your philanthropic affiliation with VCU Libraries helps VCU and the community and emphasizes the importance of lifelong learning. As we look forward to 2019-20, please consider sponsorship support for VCU Libraries.
Sponsorship Opportunities

**Genre Table $250** (25 available)
- Name/logo on genre tables (Art, Biography, Science, etc.)
- Social media, website, publication recognition (name)
- Event recognition on digital screen in lobby and event hall (name)

**Stacks $500** (5 available)
- Name/Logo on stacks signage
- Social media, website, publication recognition (name)
- Name recognition on 2,000 bookmarks distributed*
- Event recognition on digital screen in lobby and event hall (name)

**Tote Bag $1,000 - $5,000** (5 available)
- Logo on 5,000 tote bags (one item of promotional material inside bag)
  - Large logo - $5,000 (1 available)  Medium - $2,500 (2 available)
    - Small - $1,00 (2 available)
- Prominent table signage (name)
- Social media, website, publication recognition (name)
- Name recognition on 2,000 bookmarks distributed *
- Event recognition on digital screen in lobby and event hall (logo)

**Check-out Table $2,500** (1 available)
- Branded table with promotional materials about your company
- Prominent signage at register (logo)
- Social media, website, publication recognition (name)
- Name recognition on 2,000 bookmarks distributed*
- Event recognition on digital screen in lobby and event hall (name/logo)

All sponsors may send a team of company volunteers to participate in various capacities at the event.

*Commitments made before August 1, 2019 will be included in printed bookmark.*
BY THE NUMBERS

3 million titles held
1 million+ e-books
2.4 million visitors
1,237 unique website visitors
615,000 unique website visitors
4,365 Twitter followers
5,377 Facebook friends
1,241 Facebook followers
3,241 Tumblr followers
386 total events
8,391 lecture attendees
3,500 book sale attendees
76,478 interactions
12,360 reference questions answered
25,030 total event attendance
1,237 Instagram followers
1,237 Instagram followers