



## **INDEPENDENT BOOKSTORE DAY SPONSORSHIP OPPORTUNITIES**

### **2021 Tote Bag Sponsorship, \$20,000 (one sponsor)**

This level of contribution funds the creation and distribution of 6,000+ IBD tote bags, which are important for both bookstore sales and publicity. Bags are distributed to participating stores nationally in March. We will work with you on design and acknowledgment.

### **Bookmark Sponsorships, \$5,000 each (6 sponsors)**

Reach readers where they shop by sponsoring 75,000 full-color IBD bookmarks (\$0.06 each). This is a great opportunity to promote indie-friendly title(s) coming out around Bookstore Day. We distribute 425,000 bookmarks to participating Bookstore Day stores for free via ABA's box mailing. Stores agree to hand them out instead of, or in addition to, their regular bookmarks for the entire month of April. One side promotes Bookstore Day, the other side is yours to design.

### **"I Supported an Indie Today" stickers, \$3,000 (one sponsor)**

Fund 175,000 of these stickers, modeled after the "I voted" sticker. *Each* bookstore will receive a roll of 250 to hand out to customers who show up to celebrate on Independent Bookstore Day.

### **IBD General Fund, any amount (unlimited sponsors)**

Contributions in any amount will help fund printed marketing materials for each store, underwrite the cost of our national publicity efforts and national gift certificate giveaway, and allow us to give stores deep discounts on all exclusive items. Every \$100 sponsors two stores.

\$1,000 = literary scholar

\$750 = bibliophile

\$500 = bookworm

\$250 = avid reader

If you'd like to become an IBD sponsor or you have questions about Bookstore Day, please contact me at [ibd@bookweb.org](mailto:ibd@bookweb.org). To pledge immediately, [please click here](#).

All sponsorships are negotiable and publishers can be involved in design and distribution decisions or leave them up to us. **We are accepting sponsorships through January 30, 2021.**

Thank you so much for your consideration and continued support of indie bookstores and Independent Bookstore Day.