

2023



**FUNDRAISER
SPONSORSHIP
OPPORTUNITIES**





SAVE THE DATE!

McAllen Public Library's Casino Fundraiser and Taquiza Night will be held on **SATURDAY, SEPTEMBER 30, 2023** with sponsorship opportunities for the 2023 South Texas Book Festival, which include digital activation opportunities, branding inclusion on promotional materials, online and media announcements, social media promotions, passes for the Casino Night, and much more.

The event will be hosted by McAllen Public Library's Advisory Board.

ABOUT THE FESTIVAL

The 2023 South Texas Book Festival (STBF) will be a **FREE EVENT** held from **THURSDAY, OCTOBER 26th - TUESDAY, OCTOBER 31st!**

Details: www.southtexasbookfestival.com

AWARD-WINNING FESTIVAL

STBF ranks high among some of the most innovative events worldwide. STBF is a winner of state, national, and international awards.



2022 FESTIVAL OVERVIEW

FREE VIRTUAL EVENT • AUTHORS • PERFORMANCES • FOR ALL AGES


7.2K
ATTENDEES



23
AUTHORS & PRESENTERS



4
DAYS OF FUN




1,100+
BOOKS DISTRIBUTED TO YOUTH




21
SESSIONS



31,000+
CANDY DISTRIBUTED



SOCIAL MEDIA • #STBF


19,902
MPL FOLLOWERS

2,879
STBF FOLLOWERS

1,065
MPL ADULTS FOLLOWERS

1,206
MPL TEENS FOLLOWERS

5,766
MPL KIDS FOLLOWERS


6,892
MPL FOLLOWERS


3,356
MPL FOLLOWERS

855
MPL KIDS FOLLOWERS

863
MPL TEENS FOLLOWERS

2023 FUNDRAISER

SPONSORSHIP LEVELS AND BENEFITS

LITERACY ADVOCATE LEVEL

\$100

Benefits of the Literacy Advocate Level Sponsorship include:

- 1 Person Entry to the Casino Fundraiser and Taquiza Night.

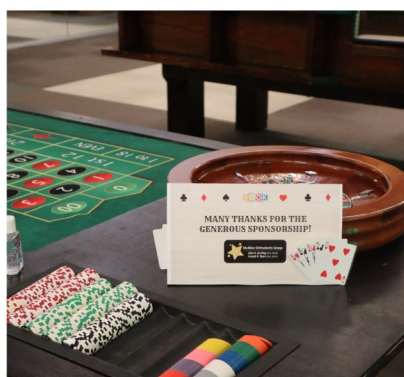
The Casino Fundraiser and Taquiza Night in the Library provides sponsorship that goes directly to STBF and reinforces the impact our celebration of literature has on our community.

GOODREADS LEVEL

\$1,000

Benefits of the Goodreads Level Sponsorship include:

- 5 Person Entries to the Casino Fundraiser and Taquiza Night.
- **Social Media:** Collective sponsor logo highlight prior to the Festival.
- **MPL Connect:** Our monthly digital newsletter for McAllen Public Library has a reach up to 31,800 potential subscribers. Your organization logo will be featured as an official STBF sponsor in the October 2023 MPL Connect eNewsletter.
- **Website Teaser:** Sponsor highlight on the Festival website.
- **STBF Publications & Media:** Collective sponsor logos will be included in:
 - Festival Program



BESTSELLER LEVEL

\$2,000

Benefits of the Bestseller Level Sponsorship include:

- 8 Person Entries to the Casino Fundraiser and Taquiza Night.
- **Social Media:** Weekly individual sponsor logo highlight for 4 weeks prior to STBF.
- **MPL Connect:** Our monthly digital newsletter for McAllen Public Library has a reach up to 31,800 potential subscribers. Your organization logo will be featured as an official STBF sponsor in the October 2023 MPL Connect eNewsletter.
- **Website Teaser:** Sponsor highlight on the Festival website.
- **STBF Publications & Media:** Sponsor logo will be included in:
 - STBF Poster
 - Festival Program
- **City-Wide Digital Signs:** A digital sign promoting STBF with sponsor logos will be displayed on digital screens at City of McAllen locations, including:
 - City Hall
 - McAllen Development Center
 - McAllen Intl. Airport
 - Library Branches

Activation

- Choice of one:
 - STBF Activation
 - Trick-or-Treat Trail Activation

TIMELESS CLASSIC LEVEL

\$4,000

Benefits of the Timeless Classic Level Sponsorship include:

- 12 Person Entries to the Casino Fundraiser and Taquiza Night with VIP Early Access.
- **Social Media:** Weekly *Star Sponsor Featured* 15-second highlight for 4 weeks prior to STBF.
- **MPL Connect:** Our monthly digital newsletter for McAllen Public Library has a reach up to 31,800 potential subscribers. Your organization logo will be a *Featured STBF sponsor* on page one in the October 2023 MPL Connect eNewsletter.
- **Website Teaser:** *Featured Sponsor* highlight on the Festival website.
- **STBF Publications & Media:** *Featured Sponsor* logo will be included in:
 - STBF Poster
 - Festival Program
 - Media Advisory
- **City-Wide Digital Signs:** A digital sign promoting STBF with *Featured Sponsor* logo will be displayed on digital screens at City of McAllen locations, including:
 - City Hall
 - McAllen Development Center
 - McAllen Intl. Airport
 - Library Branches

Activations

- - STBF Activation
- Trick-or-Treat Trail Activation

For fundraiser sponsorship details, please contact:

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Thank you for your support!

