

2019 SPONSOR PACKET

**CHRISTIAN BOOK LOVER'S RETREAT
OCTOBER 24-27, 2019
RENAISSANCE SUITES, CHARLOTTE, NC
WWW.CHRISTIANBOOKLOVERSRETREAT.COM**

From Vanessa Miller Pierce, Founder & Host



The Christian Book Lover's Retreat (CBLR) is one of the largest African American Christian Book events. The Queen City is the perfect place to host a retreat built on faith, fun, fellowship... and a whole lot of books. Hundreds of women are registered and excited to attend the fourth annual CBLR which will be held October 24-27, 2019, at the Renaissance Suites Hotel, Charlotte, NC 28217.

The CBLR offers businesses, publishers and authors numerous opportunities to connect with consumers. On average, our attendance has grown 40% each year because our attendees love the retreat so much that they tell their friends, and encourage them to attend the following year. We are building something special at the CBLR, no wonder 70% of our attendees return year after year.

As a sponsor of the Christian Book Lover's Retreat your organization will be able to reach a diverse group of women who invest in themselves and have influence in their communities, churches and social media. Most of our attendees are college graduates who make buying decisions on books, groceries, pharmaceuticals, hair & skin care products, retail and restaurants.

These women decide which bank to build relationships with and where their family vacations. By partnering with the CBLR, your organization will receive positive brand awareness with consumers who purchase your products.

On behalf of the board, our staff and volunteers, we pray that you find us a worthy investment and thank you for partnering with the Christian Book Lover's Retreat.

Sincerely,

Vanessa Miller Pierce

Vanessa Miller Pierce
Founder & Host
Christian Book Lover's Retreat
www.ChristianBookLoversRetreat.com

The 2018 Nielson study puts black buying power at \$1.2 trillion. Black female entrepreneurs grew by 67% with average income of \$66,400. The study further states that black women's buying power has a lot to do with their brand loyalty.

- CBLR participants spend between \$600 - \$1,000 to attend the retreat
- 70% return rate (the women love the CBLR and attend each year)
- 40% growth rate each year (Our attendees tell their friends about the retreat and encourage them to attend with them the next year)

Painting Party



Kimberla Lawson Roby Signing



Ball Gown Making Party



Having fun at the book fair



Book Club Photo



Pajama Party



Readers Getting Books Signed



Waiting for Party to Begin



Dancing at the White Party



Kim Cash Tate Lunch Speaker



Wedding Gown Making Party



Prayer Breakfast




















Customer Lifetime Value (CLV) is the most important factor in determining a businesses future success.

Based on this example, let's say you sell a brand of soap that (10) of our CBLR attendees love. They purchase your fabulous soap at a price of \$9.99. Brand loyalty brings these (10) consumers back for your soap twice a month for twenty-five years. In this example your company would earn \$59,940 on just (10) customers.

THE POWER OF BLACK DOLLARS

Categories where the percentage of Black spending is greater in proportion to their population (14%)

CATEGORY	BLACK SPEND	TOTAL SPEND	% OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS
 ETHNIC HAIR & BEAUTY AIDS	\$54.4M	\$63.5M	85.65%
 WOMEN'S FRAGRANCES	\$152M	\$679.4M	22.37%
 FEMININE HYGIENE	\$54.1M	\$257.3M	21.04%
 MEN'S TOILETRIES	\$62M	\$308.3M	20.10%
 PERSONAL SOAP & BATH NEEDS	\$573.6M	\$3.04B	18.89%
 FROZEN UNPREPARED MEAT & SEAFOOD	\$761.7M	\$4.3B	17.75%
 REFRIGERATED JUICES & DRINKS	\$578.2M	\$3.3B	17.51%
 SHELF-STABLE JUICES & DRINKS	\$1.04B	\$6.2B	16.66%
 SPICES, SEASONINGS & EXTRACTS	\$430.2M	\$2.7B	16.13%
 BOTTLED WATER	\$810.3M	\$5.15B	15.74%
 INSECTICIDES & REPELLENTS	\$176.6M	\$1.14B	15.49%
 GUM	\$122.8M	\$807.7M	15.20%
 SHORTENING/OIL	\$352M	\$2.3B	15.05%
 HOUSEHOLD CLEANERS	\$407.8M	\$2.7B	14.89%
 DETERGENTS	\$829.8M	\$5.6B	14.83%
 COOKWARE	\$136.8M	\$934.5M	14.64%
 CHARCOAL, LOGS & ACCESSORIES	\$43.5M	\$300.5M	14.48%

Source: Nielsen Homescan. Total U.S. 52 Weeks ending 12/30/17.

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- 86% of black women spend 5 or more hours on social networking sites
- 74% of black women make healthy food choices
- 64% of black women aim for top level jobs
- 60% of black women buy natural products
- 59% are willing to pay more for environmentally safe products
- 43% share opinions and reviews of products online

PLATINUM LEVEL - \$25,000

Sponsor the Reader Appreciation Awards Banquet and receive:

- Company logo on tote bags and step-and-repeat banner
- Large company banner ad in high traffic Atrium area of hotel
- Company logo on website, souvenir book, poster & postcard
- Increase brand awareness w/product placement, giveaways, and product announcements/quick commercials (6 times) during the retreat
- Company logo on 500 lanyards and t-shirts
- Company swag products in tote bags
- Stage mention as Platinum sponsor to attendees
- Vendor booth to promote business to products and/or services
- 8 full-access credentials to 2019 CBLR (to encourage employee involvement)
- VIP table with 8 passes to the Reader Appreciation Banquet
- Listed as title sponsor on front cover of CBLR souvenir book and radio spots

DIAMOND LEVEL - \$15,000

Sponsor the 70s party at the 2019 CBLR and receive:

- Company logo on tote bags and step-and-repeat banner
- Large company banner ad in high traffic Atrium area of hotel
- Company logo on website, souvenir book, poster & postcard
- Increase brand awareness w/product placement, giveaways, and product announcements/quick commercials (3 times) during the retreat
- Company swag products in tote bags
- Stage mention as Diamond sponsor to attendees
- Vendor booth to promote products and/or services
- 6 full-access credentials to 2019 CBLR (to encourage employee involvement)
- 6 passes to the Reader Appreciation Awards Banquet
- Inside Front cover company ad or logo in CBLR souvenir booklet

GOLD LEVEL - \$10,000

Sponsor the Welcome Reception at the 2019 CBLR and receive:

- Company logo on tote bags and step-and-repeat banner
- Large company banner in high traffic Atrium area
- Company logo on website and souvenir book, postcard & poster
- Company swag products presented to attendees of this event
- Stage mention as Gold sponsor to attendees
- Vendor booth to promote products and/or services
- 4 full-access credentials to 2019 CBLR (to encourage employee involvement)
- 4 passes to the Reader Appreciation Awards Banquet
- Full page company ad in CBLR souvenir booklet

SILVER LEVEL - \$5,000

Sponsor a zone at the Book Fair and receive:

- vendor booth to promote products and/or services at the CBLR Book Fair
- Spectacular Signage in exhibit hall of sponsored zone
- Ability to pass out fliers and swag to book fair attendees
- Half page company ad in CBLR souvenir book
- 2 full-access credentials to 2019 CBLR (to encourage employee involvement)
- Company logo on website, souvenir book, poster & Fliers
- One-on-one, face-to-face time with book fair attendees

BRONZE LEVEL - \$3,500

Sponsor the Pajama Party at the 2019 CBLR and receive:

- Company logo on tote bags and step and repeat banner
- Large company banner ad in high traffic Atrium area (3rd level)
- Company logo on website and souvenir book
- Company swag products presented to attendees of this event
- Half page company ad in CBLR souvenir book
- 2 passes to the Pajama Party/Reader Appreciation Banquet

Our sponsors receive maximum exposure in high traffic areas. Since 43% of black women share their opinion of products online, you will promote your brand to a vocal group with \$1.2 trillion in buying power... the CBLR is the place to be!

A portion of PLATINUM, DIAMOND & GOLD sponsorship dollars will help fund a college scholarship to ensure that Black buying power carries over into the next generation.

Silver Co-Sponsor Level - \$5,000 per zone

SHOWCASE YOUR BUSINESS

Promote your brand,
product and/or
services with eye-
catching signage,
fliers and swag



Author Zone

- Panel discussions
- Author book signings
- Photo booth area

Health Zone

- Health screenings
- Healthy eating information
- Healthy living session

Vendor Zone

- Vendor tables for:
- Clothing, jewelry, etc.
- Services/non-profits

Pick your zone, design your graphics, bring your fliers, bring your swag and get ready to meet a group of women who love to shop

The 2019 CBLR Book Fair is FREE and open to retreat attendees and the Charlotte, NC community. CBLR Publicity team promotes the book fair through:

- TV interviews (Good Day Charlotte)
- Radio (100.9 Praise Charlotte)
- Social media
- Posters & flyers
- Word of mouth marketing
- Local libraries
- Church bookstores
- Hair salons and restaurants

Co-Sponsor Benefits \$5,000 per zone

Sponsor a zone at the book fair and receive:

- vendor space to promote products and/or services
- Spectacular signage in exhibit hall of sponsored zone
- Distribute fliers and swag to book fair attendees
- Half-page ad in CBLR souvenir book
- 2 full-access credentials to the 2019 Christian Book Lover's Retreat (Employee Involvement)
- Company logo on website, souvenir book, poster & Fliers
- One-on-one, face-to-face time with book fair attendees



SMALL BUSINESS BRANDING

Place your company ad in the high traffic atrium area of the host hotel and receive maximum exposure for your business:

Level 1 - \$2,500

Mid-size company banner ad on 3rd level in atrium area. Logo added to step & repeat banner, 2 passes to the Reader Appreciation Awards Banquet and a half page ad in the CBLR souvenir book

Level 2 - \$1,500

Mid-size company banner ad on 3rd level of atrium area. 2 passes to the Reader Appreciation Awards Banquet and a one-fourth page ad in the CBLR souvenir book.

Level 3 - \$750

Mid-size company banner ad on 4th level and one-fourth page ad in CBLR souvenir book.

Level 4 - \$550 Mid-size company banner ad on 5th level

Level 5 - \$275 Small author banner on 5th level

EVENTS/AUTHOR BRANDING

Welcome Reception Author Branding - \$200 (5 authors)

-Authors will be able to add swag to the welcome reception bags for the welcome reception at the 2019 CBLR

70s Party Author Branding - \$300 (Up to 10 authors)

- Authors will have their graphics added to the 70s fliers and be able to add swag to the 70s bag given to up to 500 attendees at the 2019 70s party

Reader Appreciation Awards Banquet - \$475 (Up to 10 authors)

-Authors who sponsor a table at the Reader Appreciation Awards Banquet will gain one-on-one time with selected readers, be able to present them with swag and have a 2.5'X4' banner hung from the 5th floor in the high traffic atrium area

SOUVENIR BOOK AD

Back Cover (color) ad -	\$500
Inside Front Cover (color) ad -	\$400
Full page (color) ad -	\$200
Half page (color) ad -	\$100
One-fourth page (color) ad -	\$ 75

Black women have strong life affirming values that spill over into everything they do. Based on a 2018 Nielson study, brand loyalty is propelling black buying power to 1.5 trillion by 2021.

The Christian Book Lover's Retreat wants to develop win-win relationships with our sponsors. We want to partner with you and help promote your brand.

Based on your sponsorship level your company logo can be added to the CBLR t-shirts, tote bags, step & repeat banner, lanyards and website. You can also have your design on a large banner that will be seen in high traffic areas and pass out product to promote your brand. This is CBLR way of saying thank you to our sponsors!



CHARLOTTE

There's a lot to do in Charlotte, NC . We have the Carolina Panthers and the Charlotte Hornets. Our city has hosted the NBA ALL-Star Weekend, NCAA Basketball, cultural events, and now the Christian Book Lover's Retreat. People come from all over to view this beautiful city and to take part in all that is offered here.

CHARLOTTE DEMOGRAPHICS

DEMOGRAPHICS

Mecklenburg County Population: 1.077 Million

Race: 45% White
35% African American
13% Hispanic of Latino

Median Age: 35

Gender: 47% Male, 53% Female

Median Household Income: \$62,978

MEDIA USED TO PROMOTE CBLR:

*Facebook, Instagram, Twitter, TV, Radio, Print, Visuals (banners, posters, fliers and venue signage)

MEDIA IMPRESSIONS

Print	272,239
Local TV	324,301
Local Radio Ads	3,100,000
Social Media	574,534
Website	129,021
eBlasts	320,071
Visual	10,000
Total CBLR Impressions	4,730,166

CBLR DEMOGRAPHICS

CBLR DEMOGRAPHICS

Race: 98% African American

Gender: 92% Female, 8% Male

Attendee Age: 35 - 65

68% of attendees are college graduates/ some with master/doctorate degrees

70% attendee return rate

40% growth each year

Median Household Income: \$53,000

Attendee's Home Locations:

NC, SC, IN, OH, MI, MO, TN, CA, CO, NY, GA, FL, MD, AZ, IL, VA, PA, DC

Exhibit Hall (Book Fair is FREE and open to the Charlotte community)

*Approximately: 75 Exhibitors
*Attendance: 1,000 - 1,500

Spending Power - Guests spend an average of \$723

Economic impact to Charlotte, NC: Approximately \$450,000



LIST OF AUTHORS WHO HAVE ATTENDED THE CHRISTIAN BOOK LOVER'S RETREAT AND BOOK FAIR



GOOD DAY
CHARLOTTE

Kimberla Lawson Roby
 Jacquelin Thomas
 Kim Cash Tate
 Stacy Hawkins Adams
 Vanessa Davis Griggs
 Pat G'Orge-Walker
 Vanessa Miller
 Michelle Stimpson
 Pat Simmons
 Joylynn M. Ross
 Kendra Norman Holmes
 Rhonda McKnight
 Vanessa Riley
 Norma Jarrett
 Tia McCollors
 Wanda B. Campbell
 Linda Hargrove
 Sherri Lewis
 Cheryl Polote Williamson
 Norma McLaughlin
 Joy Massenburge
 Darliss Batchelor
 Cassandra Durham
 Melanie Philips
 Michele Wilson
 LaDonna McCann
 Nicole Smith
 Olivia Shaw-Reel
 Velma Bagby
 Marquelle Redmond
 Terri Johnson
 Patricia Bridewell
 Fran Lewis

Shelia Bell
 LaCricia A'ngelle
 Valerie Lewis Coleman
 Nigeria Lockley
 Jae Henderson
 Trina Charles
 Jozetta Cameron
 LaSheera Lee
 Ladena Renwick Tilley
 Lisa Beckwith
 Elizabeth Wallace
 Tracey Dawson
 Latanya Blackmon
 Cassandra Woods
 Sylvia Koonce
 Rochinda Pickens
 Ashley Ray
 Teresa Smith
 Sandra Barnes
 Tyora Moody
 Peyton Woodson
 Cooper
 Meredith E. Greenwood
 Renee Spivey
 Kathy Lyons
 Gaye Walden
 CaSandra Mclaughlin
 Iris Peterson
 Sharon Faison
 Canthia Valentine
 Teresa Howell
 Michelle Chavis
 Venita Alderman

Stephanie Helms Pickett
 Freddie Wilson
 Shanita Rowsey
 Raquel Robinson
 Natolie Warren
 Twylia Reid
 Arnetta Parker
 Donya Fenner
 Lakeisha Poole
 Michael Allen
 Obioma Martin
 Tammy Woodard
 Desiree Aidoo
 Tameka Edison
 Yvonne Marlowe
 Carolyn Crudup
 Andre Ray
 Unoma Nwankwor
 Denise Walker
 Alicia Fleming
 Preslaysa Williams
 Maurice Gray
 Trish Harleston
 Thea Casey
 Carol Amos
 Colette R. Harrell
 Jackalin Jenkins
 Erica Cureton
 Rochinda Pickens
 Rhonda Branch Yearby
 Denise Polote-Kelly
 Tiye Lewis
 Mercedes Peguero

Confirmation of Sponsorship

Yes, I want to be a sponsor at the following level(s):

Corporate Sponsor

- Platinum Title Sponsor \$25,000
 Diamond Sponsor \$15,000
 Gold Sponsor \$10,000
 Silver Sponsor \$ 5,000
 Bronze Sponsor \$ 3,500

Small Business Branding

- Level 1 \$ 2,500
 Level 2 \$ 1,500
 Level 3 \$ 750
 Level 4 \$ 550
 Level 5 \$ 275

Reader Appreciation Banquet

- Sponsor table \$ 475

Souvenir Book Ads

- Back cover (Color) ad 500
 Inside front cover ad 400
 Full page (color) ad 200
 Half page (color) ad 100
 One-fourth page (color) ad 75

Check enclosed

Credit payment (We will email a credit authorization form to your organization).

Please list my company as:

Company Name:

Address:

Website:

Contact person for ads, logos, etc.

Contact Name:

Phone:

Fax:

Email:

Please mail the completed form with payment by August 1, 2019 to:

Christian Book Lover's Retreat
 13000 S. Tryon St. F-331
 Charlotte, NC 28278

To become a Christian Book Lover's Retreat sponsor, contact :

Angela Anderson: angela@christianbookloversretreat.com (984) 221-8267

Vanessa Miller Pierce: vanessa@christianbookloversretreat.com (937) 248-9211



Inspired by National and Essence Bestselling Author Vanessa Miller Pierce, the Christian Book Lover's Retreat is more than a book event. It's a refreshing respite to recharge readers who enjoy Christian books: inspirational fiction & non-fiction.

Advisory Board

Vanessa Miller Pierce
Host/Founder



Jacquelin Thomas
Author Liaison



Pat Simmons
Publicist



Rhonda McKnight
Volunteer Coordinator



Angela Anderson
Retreat Guest Liaison/Assistant



Kenyatta Ingram
Bookstore/Book Fair Coordinator



Vanessa Riley
Web Master



www.ChristianBookLoversRetreat.com