

2023 SPONSOR PACKET

**CHRISTIAN BOOK LOVER'S RETREAT
OCTOBER 26-29, 2023
HILTON AIRPORT HOTEL, CHARLOTTE, NC
WWW.CHRISTIANBOOKLOVERSRETREAT.COM**

From Vanessa Miller Pierce, Founder & Host



The Christian Book Lover's Retreat (CBLR) is the largest African American Christian Book event in the country. Between our virtual and in person events, we have connected with over 500 hundred readers. This year the CBLR will take place October 26-29, 2023, at the Hilton Airport Hotel, Charlotte, NC 28217.

The CBLR is a non-profit that offers businesses, publishers and authors numerous opportunities to connect with consumers. We are building something special at the CBLR. We are not surprised that 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, social groups and on social media. Most of our attendees are college graduates who make buying decisions on books, groceries, pharmaceuticals, hair & skin care products, retail and restaurants.

Your partnership with the CBLR will help us bring inspiration to a group who love God, books and building relationship. Your organization will also receive positive brand awareness with readers who buy your books.

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

CHRISTIAN BOOK LOVER'S RETREAT

2023 Sponsor Packet

While CBLR is open to all, the majority of our participants are Black female readers who love the genres: Christian Fiction, Clean & Wholesome Fiction, and Christian Nonfiction with a large number of readers who enjoy romance, women's fiction, historical fiction, and mystery. According to the 2020 Pew Research, college educated Black women read more print and ebooks than any other ethnic group. About 72% of CBLR attendees are college educated, and Nielson Group estimates Black buying power at \$1.2 trillion.

CBLR attendees spend \$600-\$1,200 while attending the retreat. Over 400 attendees are expected at the 2023 CBLR in Charlotte, NC.

Painting Party



Awards Gala



White Party at the Beach



Workshops at CBLR



Pajama Party Fun



Kim Cash Tate
Lunch Speaker



Kingdom Party



Book Signing at CBLR



70s Party at the CBLR



Pamper Party - Eye Gel Masks



CBLR Group Photo



Prayer Breakfast



Charlotte
2023

PLATINUM LEVEL - \$7,500

Platinum Sponsors receive:

- Recognition as the key sponsor of the 2023 CBLR Retreat
- Recognition as the key sponsor of the Librarian Booksellers Appreciation Luncheon
- Exclusive press release sent announcing company sponsorship of CBLR
- Company logo on retreat tote bags, step-and-repeat banner and retreat name badges
- Large company banner placed in high traffic area of hotel/retreat
- Company logo on website, souvenir book
- Opportunity to place company swag products in tote bags
- Stage mention(s) as Platinum sponsor to attendees
- Vendor booth to promote business products and/or services
- 8 full-access credentials to 2023 CBLR (to encourage employee involvement)
- VIP table with 8 VIP passes to the Reader Appreciation Awards Gala
- VIP table with 8 VIP passes to the Librarian/Bookseller Luncheon
- 30-60 second video (provided by sponsor) advertising spots on all social media platforms
- Listed as title sponsor on front cover of CBLR souvenir book and radio spots

Publishers, editors and authors can support the CBLR by providing monetary sponsorship, conducting workshops, doing pitch sessions, attending events, and book giveaways.

Charlotte
2023

KEYNOTE LEVEL - \$5,000

The Keynote Speaker Sponsor receives:

- Recognition as the general sponsor of the 2023 CBLR Retreat
- Special Recognition as the sponsor of the Reader Appreciation Awards Gala
- Special Highlighting of Sponsor's Author(s) at the Reader Appreciation Awards Gala
- Company logo on tote bags, step-and-repeat banner and name badges
- Large company banner placed in high traffic area of hotel/retreat
- Company logo on website and souvenir book
- Company swag products given out during the Keynote (RAAG)
- Stage mention as Keynote sponsor to attendees
- 30-second video (provided by sponsor) played immediately before keynote presentation
- 4 access credentials to 2023 CBLR (to encourage employee involvement)
- VIP table with 6 VIP passes to the Reader Appreciation Awards Gala
- 4 VIP passes to the Librarian/Bookseller Luncheon
- Inside back cover ad or logo in CBLR souvenir booklet

Publishers, editors and authors can support the CBLR by providing monetary sponsorship, conducting workshops, doing pitch sessions, attending events, and book giveaways.

Charlotte
CLBR 2023

GOLD LEVEL - \$3,500

The Gold Sponsor receives:

- Recognition as the general sponsor of the 2023 CBLR Retreat
- Special Recognition as the key sponsor of the Author/Reader Mixer
- Company logo on tote bags and step-and-repeat banner
- Large company banner in high traffic area
- Company logo on website and souvenir book
- Company swag products presented to attendees of Author/Reader event
- Stage mention as Author/Reader Mixer sponsor to attendees
- Vendor booth to promote products and/or services
- 2 access credentials to 2023 CBLR (to encourage employee involvement)
- 2 VIP passes to the Reader Appreciation Gala Awards
- 2 VIP passes to the Author/Reader Mixer
- Full page company ad in CBLR souvenir booklet

The 2023 CBLR Access Passes Do Not Include Reader Appreciation Gala (RAAG) or the Librarian/Bookseller Soiree Unless Otherwise Stated in the Sponsor Level Agreement.

SILVER LEVEL - \$3,000

The Silver Sponsor receives:

- Recognition as the general sponsor of the 2023 CBLR Retreat
- Special Recognition as the key sponsor of the Prayer Breakfast
- Company logo on tote bags and step-and-repeat banner
- Vendor booth to promote products and/or services
- Signage in exhibit hall of sponsored zone
- Ability to put swag in retreat tote bags
- Half page company ad in CBLR souvenir book
- 2 access credentials to 2023 CBLR (to encourage employee involvement)
- 2 VIP passes to the Reader Appreciation Awards Gala
- Company logo on website and souvenir book

The 2023 CBLR Access Passes Do Not Include Reader Appreciation Gala (RAAG) or the Librarian/Bookseller Soiree Unless Otherwise Stated in the Sponsor Level Agreement.

Charlotte
2023

BRONZE LEVEL - \$2,500

The Silver Sponsor receives:

- Recognition as the general sponsor of the 2023 CBLR Retreat
- Vendor space to promote products and/or services during the Welcome Reception
- Spectacular signage in exhibit hall of sponsored zone
- Distribute fliers and swag to book fair attendees
- Half-page ad in CBLR souvenir book
- 2 access credentials to the 2023 Christian Book Lover's Retreat
- Company logo on website and souvenir book

The 2023 CBLR Access Passes Do Not Include Reader Appreciation Gala (RAAG) or the Librarian/Bookseller Soiree Unless Otherwise Stated in the Sponsor Level Agreement.

The Christian Book Lover's Retreat seeks to develop win-win relationships with our sponsors. We partner with sponsors to help promote their brands.

Based on your sponsorship level your company logo can be added to the CBLR t-shirts, tote bags, step & repeat banner, lanyards, postcards and website. You can also have your design on a large banner that will be seen in high traffic areas and pass out products to promote your brand. This is CBLR's way of saying thank you to our sponsors!

Your sponsorship will make these events as amazing as they are meant to be. We hope we can count on your sponsorship in 2023!

Previous Sponsors Include:

Baker Publishing Group

Harlequin Love Inspired

Harambee Press

Black Fiction Addiction

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, online commercials, 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: 87% Female, 13% Male

Attendee Age: 35 - 70

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

70% attendee return rate

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: 50 Exhibitors

*Attendance in 2023: 400

Spending Power - Guests spend an
average of \$600-\$1200

Economic impact to Charlotte, NC:
Approximately \$250,000



List of Authors Who Have Attended the Christian Book Lover's Retreat



GOOD DAY
CHARLOTTE

Kimberla Lawson Roby	LaCricia A'ngelle	Stephanie Helms Pickett
Jacquelin Thomas	Valerie Lewis Coleman	Freddie Wilson
Sharon Ewell Foster	Nigeria Lockley	Shanita Rowsey
Victoria Christopher Murray	Toni Shiloh	Raquel Robinson
Kim Cash Tate	Piper Huguley	Natolie Warren
Michelle Andrea Bowen	Wanda B. Campbell	Twylia Reid
Stacy Hawkins Adams	LaSheera Lee	Arnetta Parker
Vanessa Davis Griggs	Ladena Renwick Tilley	Donya Fenner
Pat G'Orge-Walker	Lisa Beckwith	Lakeisha Poole
Vanessa Miller	Elizabeth Wallace	Michael Allen
Michelle Stimpson	Tracey Dawson	Obioma Martin
Pat Simmons	Latanya Blackmon	Tammy Woodard
Joylynn M. Ross	Cassandra Woods	Desiree Aidoo
Kendra Norman Holmes	Sylvia Koonce	Tameka Edison
Rhonda McKnight	Rochinda Pickens	Yvonne Marlowe
Vanessa Riley	Ashley Ray	Carolyn Crudup
Norma Jarrett	Teresa Smith	Andre Ray
Tia McCollors	Sandra Barnes	Unoma Nwankwor
Linda Hargrove	Tyora Moody	Denise Walker
Sherri Lewis	Peyton Woodson	Alicia Fleming
Cheryl Polote Williamson	Cooper	Preslaysa Williams
Norma McLaughlin	Meredith E. Greenwood	Maurice Gray
Joy Massenburge	Renee Spivey	Trish Harleston
Darliss Batchelor	Kathy Lyons	Thea Casey
Cassandra Durham	Gaye Walden	Carol Amos
Melanie Philips	CaSandra Mclaughlin	Colette R. Harrell
Michele Wilson	Iris Peterson	Jackalin Jenkins
LaDonna McCann	Sharon Faison	Erica Cureton
Nicole Smith	Canthia Valentine	Rochinda Pickens
Olivia Shaw-Reel	Teresa Howell	Rhonda Branch Yearby
Velma Bagby	Michelle Chavis	Denise Polote-Kelly
Tiffany L. Warren	Venita Alderman	Lacey Baker
Terri Johnson	Jae Henderson	Carolyn Austin
	Patricia Bridewell	

Confirmation of Sponsorship

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

	Sponsorship Level	Amount
	Platinum Title Sponsor	\$7,500
	Keynote Sponsor	\$5,000
	Gold Sponsor	\$3,500
	Silver Sponsor	\$3,000
	Bronze Sponsor	\$2,500

Company Name:

Website:

Contact Name/Title:

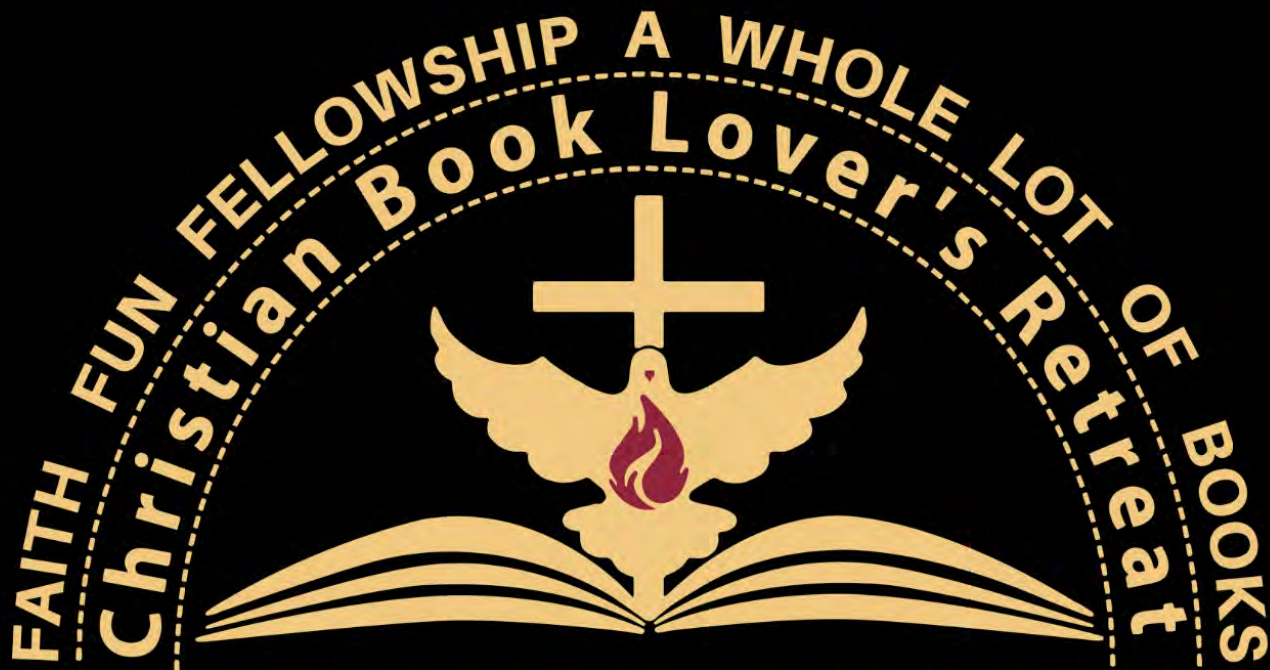
Contact Email:

Contact Phone:

Billing Address:

Please email the complete form to vanessa@christianbookloversretreat.com to be invoiced for payment. CBLR can receive Credit Cards, Wire Transfers and Checks.

**For questions about becoming a Christian Book Lover's Retreat sponsor, contact:
Vanessa Miller Pierce: vanessa@christianbookloversretreat.com (704) 412-9867
Angela Anderson: angela@christianbookloversretreat.com (919) 278-7146**



Inspiring God's people to live their best life NOW! The Christian Book Lover's Retreat is not just an event, it's an experience that provides a refreshing respite to recharge, edify and uplift readers and believers.

Advisory Board

Vanessa Miller Pierce
CBLR Host/Founder



Jaquelin Thomas
Finance Coordinator



Pat Simmons
Publicist



Rhonda McKnight
Author Liason



Vanessa Riley
Web Master



Angela Anderson
Retreat Guest Liaison



Kenyatta Ingram
Bookfair Coordinator



www.christianBookLoversRetreat.com