



Saturday, May 18, 2024 | 10 a.m. - 6 p.m.
Bohrer Park, 506 S. Frederick Avenue, Gaithersburg, MD 20877
gaithersburgbookfestival.org

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - SOLD OUT!

\$20,000

- Listing as Title Sponsor of the Event on all Festival marketing materials
- Premium position of logo on signage displayed at the Michener Presentation Tent
- Title Sponsor signage at the Festival
- One (1) step and repeat banner highlighting sponsor for selfie station
- Two (2) stand-alone Facebook posts
- Premium placement of logo and link on the Festival website
- Premium position of logo on Staff and Volunteer Festival tee shirts
- Mention at every author presentation
- Logo included on all print advertisements, monthly e-newsletters, festival website and City-wide advertising banners
- Listing in every event press release with click-through to sponsor webpage (in digital versions)
- Full-page advertisement in the Festival program
- Ten invitations to author reception on the eve of the Festival
- Complimentary 10'x20' booth space in a prime location of the Festival, with a canopy, 2 tables and 4 chairs

PREMIER SPONSOR

\$10,000

- Company logo on all Festival marketing materials
- **Logo on Festival Staff and Volunteer t-shirts- NEW Benefit** (cash sponsorship only – cut off March 22)
- Company logo on Festival signage
- Company logo and link on the Festival website
- One (1) stand-alone Facebook post
- Listing in event press releases with click-through to sponsor webpage (in digital versions)
- Company logo included on all print advertisements, monthly e-newsletters, festival website and City-wide advertising banners
- Half-page advertisement in the Festival program
- Six invitations to author reception on the eve of the Festival (reserved for monetary sponsorships only)
- Complimentary 10'x10' booth space in a central location of the Festival, with a canopy, table and 2 chairs

FESTIVAL SPONSOR

\$5,000

- Company logo on all marketing materials
- Company logo on Festival program, website, and monthly e-newsletter with click-through to sponsor web page
- **Logo on Festival Staff and Volunteer t-shirts- NEW Benefit** (cash sponsorship only – cut off March 22)
- Company Logo on Festival signage
- Listing in event press releases
- Company Logo included in select print advertisements
- Quarter-page advertisement in the Festival program
- Five invitations to author reception on the eve of the Festival (reserved for cash sponsorships only)
- Complimentary 10'x10' booth space, in a prime location, with a canopy, table and 2 chairs

SUPPORTING SPONSOR

\$3,000

- Company logo on all marketing materials
- Company logo in Festival program and on website with click-through to sponsor webpage
- Company logo on Festival signage
- Three invitations to author reception on the eve of the Festival (reserved for cash sponsorships only)
- Complimentary 10'x10' booth space in a prime location with a canopy, table and 2 chairs

LITERARY SPONSOR

\$1,500

- Company name on select marketing materials
- Company logo listed on website with click-through to sponsor webpage
- Company name listed in Festival program
- Name on Festival signage
- Complimentary 10'x10' booth space with a canopy, table and 2 chairs

BOOK LOVER

\$500

- Company name in Festival program
- Company logo listed on website with click-through to sponsor web page
- Name on Festival signage
- Complimentary 10'x10' booth space with a canopy, table and 2 chairs

Please Note: All sponsorship applications, agreements and payments must be **submitted by March 22, 2024**, for sponsors to be listed on the t-shirt and other marketing materials.

SUPPORT GBF AND BECOME A FESTIVAL FRIEND!

FESTIVAL FRIEND

Under \$500

- Name listed on website

Become a Festival Friend and ensure the Gaithersburg Book Festival remains free and open to all.

The Gaithersburg Book Festival accepts donations through [G-PARC](#), a 501(c)3 with a mission to promote awareness, engage public and private partnerships and raise resources for parks, arts, and recreation in the City of Gaithersburg. All donations made to G-PARC directly support the Book Festival and are tax-deductible.

Donations Accepted Through PayPal:

[Click Here](#)

MEDIA TRADE AND IN-KIND SPONSORSHIPS ARE AVAILABLE

Please email us at sponsorship@gaithersburgmd.gov to discuss these opportunities.

Marketing package will be dependent upon monetary value of the sponsorship.



SPONSORSHIP APPLICATION

The City of Gaithersburg (the “City”) is organizing and hosting its annual Book Festival (the “Event”) at Bohrer Park, located at 506 S. Frederick Avenue, Gaithersburg, Maryland 20877, on Saturday, May 18, 2024, at 10:00 a.m. to 6:00 p.m.

The purpose of this Application is to provide persons and organizations interested in supporting the City’s Festival (the “Sponsor”) with certain promotional benefits and market exposure in exchange for a sponsorship fee. The type and amount of benefits the Sponsor will receive are directly correlated to the dollar amount the Sponsor elects to provide the City. A comprehensive list of the levels of sponsorship and the promotional benefits associated with each level of sponsorship is provided under the “Sponsorship Opportunities” section of this Application.

The submission of this Application does not, in and of itself, guarantee that the City will grant the Application. The City reserves the right to reject any Application that is incomplete or that the City determines will violate City, State, and/or federal laws, regulations, and/or ordinances.

EVENT INFORMATION, REGULATIONS, AND POLICIES

SPONSOR CONTACT

Development Administrator

Sponsorship@gaitHERSBURGmd.gov

202-365-0474

EVENT DATE, LOCATION and HOURS:

Saturday, May 18, 2024

Bohrer Park

506 S. Frederick Avenue

Gaithersburg, Maryland 20877

10:00 a.m. – 6:00 p.m.

FESTIVAL REGULATIONS FOR SPONSORS

- 1) Sponsors are required to arrive, set-up and breakdown at the times and locations designated in the load-in documents, which will be provided via e-mail prior to the Event. Sponsors are required to notify City Event organizers in advance if they are unable to attend the Event.
- 2) No food items or drinks may be sold by the Sponsor except for Event-approved food vendors who are pre-authorized by the Montgomery County Health Department.
- 3) Unauthorized alcoholic beverages, pets (with the exception of service dogs), skateboards, roller blades, bicycles, weapons (real or facsimile), and smoking/vaping are prohibited on Event grounds.
- 4) City staff members reserve the right to have the Sponsor remove unacceptable or inappropriate items, and to relocate or remove Sponsor if it does not comply with the Event regulations, is uncooperative with Event staff, or is disruptive to the Event. Disruption is defined as disturbing other sponsors or vendors, interfering with Event programming, behaving aggressively toward Event attendees or staff, damaging property, or engaging in behavior that threatens the safety of others.
- 5) City staff members reserve the right to deem the Sponsor ineligible for participation in future events if it does not comply with the Event regulations, is uncooperative with Event staff, or is disruptive to the event.

ANTI-HARASSMENT POLICY

The City is committed to providing a safe and welcoming environment for everyone, in which all individuals are accepted and are treated with respect and dignity, free from harassment of all kinds. The City expects all vendors, sponsors, volunteers and participants of any kind in City programs and special events to treat each other and the public with courtesy and respect. The City has adopted a zero-tolerance policy against any level of harassment by program participants of any type.

RAIN /EVENT CANCELLATION POLICY

The Book Festival is an outdoor, RAIN or SHINE event. The Sponsor is solely responsible for covering its equipment and materials in case of rain or wind. If the City cancels the event due to public safety concerns such as severe weather conditions, notice will be placed on the City website.

REFUND POLICY FOR THE CANCELLATION OF AN EVENT

Sponsorship fees paid by the Sponsor in accordance with this Application are **non-refundable** if the Event is cancelled due to the fact that the Sponsor will receive pre-Event marketing exposure and promotional benefits.

BOOTH SPACE

If the Sponsor is given a booth space based on the level of sponsorship selected, the City will provide a 10'x10' space for the Sponsor, including: a canopy, table and 2 chairs. The Sponsor must provide and is solely responsible for bringing their own tablecloth, displays, decorations, and staff. City Event staff members are not available to assist with set-up or takedown of the Sponsor's booth. The Sponsor's equipment and materials must remain within assigned space, and may not obstruct the view of, block, or interfere with neighboring exhibits. The Sponsor may not select its own placement and must set up in the space designated for them by marker or a City Event staff member.

ARRIVAL / SET-UP / TAKE-DOWN

Event day arrival information will be e-mailed to the Sponsor two weeks prior to the Event.

The Sponsor must **unload quickly, move its vehicle to assigned parking, and then return to set up.** Event parking is not located near the Event location. The City, therefore, strongly recommends the Sponsor bring sufficient staff/personnel to assist with the Sponsor's set-up and take-down processes as well as supervise the Sponsor's equipment/material while parking its vehicle. City Event staff are not available to assist with the Sponsor's set-up or take-down processes.

PARKING

The Sponsor will be provided with designated parking spots, which will be e-mailed prior to the Event.

SALES TAX

The State of Maryland requires any person selling used or new products to charge 6% sales tax. If the Sponsor intends to sell items but does not have a MD tax ID #, the Sponsor DOES NOT NEED TO APPLY FOR ONE. The Sponsor's name will be submitted to the Maryland State Comptroller's Office and a temporary Tax ID # will be automatically assigned to the Sponsor by the State after the Event.

TRASH / ELECTRICITY / WATER

The City will not provide electricity, water, nor trash removal services. The Sponsor is solely responsible for its own trash removal. Violations of this provision will subject the Sponsor to a fine. Use of a generator, if permitted in the Sponsor's area, must be approved by City Event staff in advance.

PHOTOS

Photographs submitted with this Application may be used to promote the Event. Please note that the City reserves the right to use photographs or videos taken during the Event in future promotional materials.



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gaithersburgbookfestival.org

SPONSOR INFORMATION

Please be sure to include signature and payment page when submitting this form.

Return Pages 5&6 to
sponsorship@gaithersburgmd.gov

Sponsorship Level

- | | |
|---|-------------|
| <input type="checkbox"/> Title Sponsor — Sold Out | \$20,000 |
| <input type="checkbox"/> Premier | \$10,000 |
| <input type="checkbox"/> Festival | \$5,000 |
| <input type="checkbox"/> Presenting | \$3,000 |
| <input type="checkbox"/> Literary | \$1,500 |
| <input type="checkbox"/> Book Lover | \$500 |
| <input type="checkbox"/> Festival Friend | Under \$500 |
| <input type="checkbox"/> In-Kind/Media \$ _____ | |

When returning this agreement, please include:
High-resolution logo in
JPEG or PNG format
Vector file for t-shirt
(Festival level and higher)

☐ Please check box if you would like a booth space at the Festival. If not checked, we will assume you will NOT be in attendance. We ask that you please also send an email confirming your request for a booth space and any special accommodations needed to: sponsorship@gaithersburgmd.gov

☐ Please check box if you or your organization is currently negotiating a contract with the City or is regulated by the City, including seeking planning or zoning approvals or permits.

☐ Please check the box if your company or organization is registered with the Maryland State Department of Assessments & Taxation to legally conduct business in the State.

Company Name: _____
(Exactly as you would like it to appear on marketing materials.)

Contact Person: _____

Address: _____

City, State, Zip: _____

Daytime Phone: _____

Email: _____

Day-of-Festival Cell: _____

Website URL: _____ **Social Handle** _____

SPONSOR CERTIFICATION & AUTHORIZATION

Please make checks payable to GPARC
(Gaithersburg Parks, Arts and Recreation Corporation)
Mail to: Gaithersburg Book Festival
506 S. Frederick Ave.
Gaithersburg, MD 20877



Sponsorship Accepted Through PayPal

Sponsor Required To Pay Fee At Check Out

[Click Here](#)

I certify that I have read, fully understand, and agree to comply with all the terms and provisions outlined in the Event Information, Regulations and Policies section of this Application, and that the information I have provided in this Application is true and complete. I will be personally responsible for ensuring that the use of my space is carried out in conformance with this Application.

I further understand that if I intend to sell goods at the event, **I am required to charge 6% sales tax and I will be assigned a temporary Maryland State Tax ID# by the MD State Comptroller's Office after the event, if needed.**

By participating in this City Event, I agree that I, or anyone entitled to act on my behalf, together with the organization I represent (if any), hereby waive and release the City of Gaithersburg and the organizers of the Event, plus all event partners, sponsors and volunteers, and their representatives, successors and assigns, from all claims and liabilities of any kind arising out of my participation in the Event, even if that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.

Participation in the Event by groups or organizations other than City officials, departments or committees does not constitute endorsement of those groups or organizations.

By signing this Application, I authorize my payment to be processed and deposited upon receipt.

Client Signature _____ Date _____

This agreement is pending approval until signed off on by the City Manager or his/her Designee.

City Manager/Authorized Designee's Signature _____ Date _____

ACCOMMODATIONS FOR THOSE WITH A DISABILITY: The City of Gaithersburg is committed to making reasonable accommodations as required by the Americans with Disabilities Act and other applicable law. Your request for accommodations will in no way affect your acceptance status. Please describe any specific accommodations you are requesting based on physical, psychiatric, behavioral or other concerns. All requests for accommodations must be made by April 6, 2024, to allow the City sufficient time to consider the request. Please indicate what accommodations are necessary:

Thank you for Your Support!

Questions? Please call or email GBF Development Administrator
202-365-0474

sponsorship@gaithersburgmd.gov