

SPONSOR PUBLICITY

West Hollywood Book Fair Sponsors will be included on all promotional materials where sponsors are listed, including:

Posters (four color)

- 600 posters, posted throughout West Hollywood and the Los Angeles region

Postcards (four color)

- 10,000 postcards produced
- Mailed to West Hollywood residents
- Stacked in and mailed out by participating bookstores and organizations throughout the Southern California region

Bookmarks (four color)

- 10,000 bookmarks distributed to bookstores, businesses and schools throughout the Southern California region

Flyers (four color)

- Over 20,000 produced and distributed
- Stacked in City facilities, posted in City Shuttles and distributed at City events
- Distributed throughout the Southern California region by participating book stores and organizations
- Mailed in numerous promotional packets
- "Bagged" at participating book stores the two weeks prior to the Book Fair
- Distributed to local elementary, middle and high schools
- Posted in businesses

Press Releases

- Major sponsors are listed in announcements to the press

West Hollywood Book Fair Web Site

- Logo posted on the West Hollywood Book Fair web site (on all pages, including home page). Numerous authors and organizations post or link to the Book Fair web site from their web sites, generating many "hits" on the Book Fair site each day
- Link to organization web site from Book Fair site

LA Weekly Advertisements (four color and black & white)

- Listed as a Book Fair sponsor on all 4 Full Page LA Weekly advertisements
- Listed as a Book Fair sponsor on the color Book Fair Program/Advertorial distributed in the LA Weekly the week prior to the Fair

Book Fair Program (black & white)

- Included as a sponsor in the official Book Fair program

Announcements, Etc.

- Major sponsors are included in all announcements at public events, on television, and on radio where Book Fair sponsors are given mention