



February 10, 2020

Dear Potential Sponsor:

California State University, San Bernardino, and Latino Literacy Now are partnering with Kiwanis of Greater San Bernardino and Libreria Del Pueblo to host the Multicultural Book and Family Festival at CSUSB. The event will bring award-winning authors to the university to promote literacy and education in our communities.

The program will feature regional and national authors who will make presentations, give readings and sign books. Entertaining cultural performances by young and seasoned musicians and dancers from various communities and schools in the southern California region will enhance the festivities.

Vendor booths for businesses and organizations that want to market directly to an expected crowd of nearly 5,000 people will be available. Sponsors will receive branding opportunities in our printed advertising and social media. All donations are tax deductible as we are a 501©3 organization.

Our rates are set to cover the costs of the festival and fund at least four scholarships.

Please consider becoming our partner by becoming a sponsor. You will be making a lasting contribution that will promote the educational and cultural well-being of the Southern California region while promoting your business.

| Sponsorship Selection | |
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| Platinum Sponsor | \$10,000 |
| Gold Sponsor | \$5,000 |
| Silver Sponsor | \$2,500 |
| Bronze Sponsor | \$1,500 |
| Copper Sponsor | \$1,000 |

This is a chance to make a memorable connection with thousands of potential customers!

Proceeds will be used to fund scholarships and youth programs.

Sincerely,

Danny Morales

Danny Morales
Chair

Cesar Caballero

Cesar Caballero
Co-Chair





**SPONSOR
RESERVATION FORM**

Thank you in advance for your willingness to be a sponsor of this community-focused event.

| | | | |
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| Market Value | Description |
| Total Value Sponsorship _____ | |

This sponsorship should be recognized as:

_____ Signature: _____
(Please print name as you would like it to appear in all publications)

Check is enclosed

Please make check payable to:
 CSUSB
 Mail to:
 ATTN: Ericka Saucedo
 John M. Pfau Library
 California State University, San Bernardino
 5500 University Parkway
 San Bernardino, CA 92407

Pledges to be paid in full and artwork to be submitted by April 3, 2020

Mail to:
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 John M. Pfau Library
 California State University, San Bernardino
 5500 University Parkway
 San Bernardino, CA 92407

For more information, contact CSUSB Pfau Library at (909)537-5102, or mbff@csusb.edu.

