



# RRAW

Romance Readers And Writers  
Experience

## SPONSORSHIP PACKAGES

Presented by

*ShayBaby*

### BROWN BOOK SERIES

WHEN: OCTOBER 28TH AND 29TH, 2022  
WHERE: OLD TOWN ALEXANDRIA, VA



## YOUR INVITATION TO PARTICIPATE

Dear prospective Partner,

We are writing to request your support as a corporate sponsor for Brown Book Series: RRAW-Romance Readers And Writers Experience. The primary aim of requesting this sponsorship is to create world altering engagement experiences for the romance novel lover via the RRAW Experience.

RRAW Experience features a 2-day opportunity for romance fans to meet, share and learn more about their favorite romance authors. This experience was also created for romance authors to network, brand and have FUN! Our fans have been asking to get together in person, to network, and to also celebrate the authors who have gotten them thru the past 2 years of limited engagement and conversation.

Building a partnership with Brown Book Series is a great way to promote any product, service or idea to a unique, loyal audience in an exclusive environment. It will help you increase brand awareness, sales, and customer loyalty.

We are grateful that you have taken a few minutes of your time to look at our sponsorship opportunities enclosed and hope that you will consider generously supporting this unique and vital initiative.

We look forward to discussing partnership opportunities with your company and look forward to working with you to promote our efforts.

I thank you in anticipation!

Sincerely,

Shay Bohannon  
Brown Book Series Founder



## ABOUT US

Brown Book Series is a one-stop media influencer in the business of romance novels. We offer romance novel lovers with entertaining book reviews, in-depth interviews and exclusive events in the romance genre.

Brown Book Series is hosted by influencer, "*Shay Baby*," her southern charm and down to earth persona is welcoming to the Award-Winning, New York Times and USA Today Bestselling Romance authors she interviews. Brown Book Series is streamed on our website [www.brownbookseries.com](http://www.brownbookseries.com) which is both entertaining and informative. Brown Book Series provides a refreshing approach to the who's who in the romance industry as it provides knowledge about the hottest romance novels, authors, and releases. Content can also be seen on our YouTube Channel "Brown Book Series."

**PARTNERSHIP OPPORTUNITIES** can be customized to meet your needs. Here are a few benefits of partnering with us:

- The opportunity to promote your brand and to maintain a high profile among participants of the Brown Book Series Talk Show.
- Opportunity to form corporate and community partnerships and expose your brand to our key markets.
- Partnering with Brown Book Series will help your brand stand out from the crowd. It enables you to prominently display your products and/or services to our unique audience.





## DIAMOND SPONSORS: \$50,000 (Exclusive Presenting Sponsorship)

- Exclusive branding as "Presenting Sponsor" of RRAW Weekend: Expo "Kick Off Celebration" Reception, Winter Showcase, Nightcap, Expo and Awards Gala
- Recognition as premium sponsor of the 2022 RRAW Expo at all expo events, highest priority branding among sponsorship levels
- Opportunity for sponsor to give brief address during opening Expo Kick-off Session
- One(1) Table for Awards Gala
- One(1) Table for Winter Showcase
- Ten(10) complimentary RRAW Expo registrations
- Ten(10) Access Passes to the VIP Lounge
- Company Logo included in all RRAW on-site event signage
- Two(2) 10' x 10' Vendor Booths in priority position with table and 2 chairs
- Company Logo Featured in all RRAW event media promotions/advertisements
- Front Page Banner ad on RRAW.com
- Promotion through the Brown Book Series Show During Month of RRAW
- One(1) Full Page Ad on Back Page of Souvenir Book
- Sponsor Logo on RRAW Experience T-Shirt
- Sponsorship Inserts in Expo Swag Bag(300)



## PLATINUM SPONSORS(2 Available): \$25,000 each RRAW Awards Night Sponsor(1) or Winter Showcase(1)

- Main Event Sponsor of RRAW Experience Awards Night or RRAW Winter Showcase
- Opportunity for sponsor to participate during RRAW Awards or Winter Showcase
- Promotion during the Brown Book Series Talk Show During Month of RRAW
- One(1) Table for Sponsored Event(Awards Gala or Winter Showcase)
- Six(6) Tickets to Non-Sponsored Event(Awards Gala or Winter Showcase)
- Six(6) Complimentary RRAW Expo registrations
- Six(6) Access Passes to the VIP Lounge
- Company Logo Featured in all RRAW media promotions/advertisements
- Company Logo included in all RRAW on-site event signage
- Banner ad on RRAW.com
- One(1) 10' x 10' Vendor Booth at expo in priority position with table and 2 chairs
- Sponsor Logo on RRAW Experience T-Shirt
- One(1) Inside Front or Inside Back Page inclusion in souvenir book
- Sponsorship Inserts in Expo Swag Bag(300)





## GOLD SPONSORS: \$15,000

- Main Event Sponsor of the 2022 RRAW Expo at all Expo events
- Opportunity for Sponsor to Participate in RRAW Expo
- One(1) 10' x 10' Vendor Booth at expo in priority position with table and 2 chairs
- One(1) Table for Awards Gala
- Four(4) Tickets to the Winter Showcase
- Four(4) complimentary RRAW Expo registrations
- Four(4) Access Passes to the VIP Lounge
- Company Logo Featured in all RRAW media promotions/advertisements
- Two(2) weeks Promotion on the Brown Book Series Talk Show during the month of RRAW
- Company Logo included in all RRAW on-site event signage
- Banner ad on RRAW.com
- One(1) Full Page ad inclusion in souvenir book
- Sponsorship Inserts in Expo Swag Bag(300)



## SILVER SPONSORS: \$10,000

- Main Sponsor of the NightCap Event
- Company Logo on table tents
- Sponsor recognition of the 2022 RRAW Expo at all Expo events
- One(1) 10' x 10' Vendor Booth at expo in priority position with table and 2 chairs
- Two(2) Tickets to Awards Gala
- Two(2) Tickets to the Winter Showcase
- Two(2) Complimentary RRAW Expo registrations
- Two(2) Access Passes to the VIP Lounge
- Company Mention in all RRAW media promotions/advertisements
- One(1) week Promotion on the Brown Book Series Talk Show during the month of RRAW
- Company Logo included in all RRAW on-site event signage
- Banner ad on RRAW.com
- One Full Page ad inclusion in souvenir book
- Sponsorship Inserts in Expo Swag Bag(300)





## BRONZE SPONSORS: \$5,000

- Men of Action Lounge Sponsor during Expo
- Recognition as a sponsor of the 2022 RRAW Expo at all Expo events
- Two(2) Tickets to Awards Gala
- Two(2) Tickets to the Winter Showcase
- Two(2) Complimentary RRAW Expo registrations
- Two(2) Access Passes to the VIP Lounge
- Company mention in all event media promotions/advertisements
- Company Logo included in all RRAW on-site event signage
- One(1) 10 x 10' Vendor Booth at expo with table and 2 chairs
- Acknowledgement in the Event Press Release
- One(1) ½ page ad inclusion in souvenir book
- Inserts in Expo Swag Bag(300)

## ALLOY SPONSORS: \$2,500

- Recognition as a sponsor of the 2022 RRAW Expo at all Expo events
- Two(2) Tickets to the Awards Gala
- Two(2) Tickets to the Winter Showcase
- Two(2) Complimentary RRAW Expo registration
- Company mention in all 2022 RRAW Expo event media promotions/advertisements
- Company Logo included in all RRAW on-site event signage
- Acknowledgement in the Event Press Release
- One(1) ¼ page ad inclusion in souvenir book
- Inserts in Expo Swag Bag(300)





## The Brown Book Series Reach

Here are the numbers:

- [www.brownbookseries.com](http://www.brownbookseries.com)
- YouTube: 3,460 subscribers
- YouTube Total views: 650,464
- Twitter: 2,520 followers
- Facebook: 847 followers
- Instagram: 20,700 followers

Anticipated Attendance RRAW: 300-500



## CONTACT US FOR EVEN MORE INFORMATION



[www.rrawexperience.com](http://www.rrawexperience.com)



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