



ASSOCIATION OF RHODE ISLAND AUTHORS



63 Sawmill Road
Chepachet, RI 02814

Dear Friend:

The Association of Rhode Island Authors (ARIA) invites you to become a sponsor of our **Third Annual Rhode Island Author's Expo**. This year's event will take place on Saturday, December 5th from 11 a.m. to 5 p.m. at the Lincoln Mall in Lincoln, Rhode Island.

The Author's Expo is Rhode Island's largest literary event featuring more than one hundred local writers of varying genres, from non-fiction to fiction, historical to horror, and adult to children's reading. This expansive reading collection will be available to the throngs of Lincoln Mall holiday shoppers for one special day only.

The Author's Expo is the largest and most recognized of ARIA's programs. It has grown exponentially since 2013 when forty of our members gathered at the Courthouse Center for the Arts in Kingston, Rhode Island, to meet and sign books for the hundreds of people who attended. Last year, attendance doubled; this year we anticipate more than one thousand people will visit us at Lincoln Mall in December.

We credit our extensive media outreach for effectively and successfully generating public awareness of both the Expo and its generous sponsors. Our social marketing campaign spans the reaches of our 200 plus-strong membership. We earn significant pre-, during-, and post-event coverage from print, radio, and television media. We also have a strong grassroots initiative in place for putting our event marketing materials directly into the hands of our audience, and in our communities' local coffee shops, businesses, libraries, and more.

The Association of Rhode Island Authors (ARIA) is a 501c3 non-profit organization founded in 2011 for the purpose of celebrating, investing in, and strengthening literary arts in Rhode Island. Proceeds from ARIA membership dues and statewide author events especially contribute to helping aspiring young writers hone their craft and navigate their way to publication.

On behalf of ARIA, I hope you will consider supporting our efforts to promote good reading and local writers with a contribution to the 2015 Author's Expo. For more information, please email us at authors@riauthors.org.

Thank you for your time and consideration,

Mike Squatrito
Chairman of the Expo 2015



SPONSORSHIP OPPORTUNITIES

THE 2015 AUTHOR'S EXPO

Hosted by The Association of Rhode Island Authors (ARIA)

A 501c3 non-profit association to benefit the literary arts

GOLD SPONSOR - \$500

- Professional signage displayed at the **AUTHOR'S EXPO** provided by Sponsor Company.
- Complimentary table at the **EXPO** to set up display.
- Link on **ARIA** event webpage
- Your company name on all **EXPO** marketing materials, promotional products, and email blasts.
- Ability to include marketing/promotional materials in event bags

SILVER SPONSOR - \$250

- Your company name on all **EXPO** marketing materials and email blasts.
- Ability to include marketing/promotional materials in event bags.

BRONZE SPONSOR-- Raffle Gift Item (\$50 or greater value)

- Your company promotional display at **EXPO Gift Raffle Table**.



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About ARIA

The Association of Rhode Island Authors (ARIA) is a 501c3 non-profit organization of over 240 local, published writers of both fiction and non-fiction committed to raising awareness of the outstanding written works crafted by writers in Rhode Island and other nearby communities.

In addition, ARIA is the definitive referral center for all local bookstores, libraries and readers seeking information about and presentations from Rhode Island authors. ARIA authors are available for speaking engagements, book signings, lectures, workshops and other activities that promote local writers and writing.

Membership in ARIA is open to any local author published in any paper or electronic format. For more information visit www.RIAuthors.org or contact Authors@RIAuthors.org.