

Sponsorship Team Role Description 2016

Sponsorship team members assist in the stewardship of our sponsors, donors, and Author Patrons. They help plan and execute events specifically for sponsors (such as the Meet the Author cruise), and see to the delivery of donor and patron benefits immediately before, during, and after the Festival. Sponsorship volunteers ensure that our benefactors feel welcome and valued; without their generosity – some since the beginning in 2009 – the Festival would not be possible.

Duties before and after the Festival may involve the delivery of books and tickets to sponsors, the preparation of sponsor recognition materials (pins or plaques), or follow-up thank-you correspondence.

At the Festival itself, Sponsorship volunteers will have personal contact with existing and potential donors and patrons. For example, at those events where the author has an Author Patron, the Sponsorship volunteer will stand with the ticket-taker to identify the Patron, then escort them to their reserved, front row seats. At the conclusion of the event, the volunteer will introduce the Patron to their author and facilitate the author/patron photograph and book signing where appropriate.

Also during the Festival, there will be a Donor Table in the Box Office area that will be manned by Sponsorship volunteers during peak hours to provide information on how to support the Festival and to accept donations on site.