

# 2023 SPONSOR PACKET

CHRISTIAN BOOK LOVER'S RETREAT  
OCTOBER 26-29, 2023  
HILTON AIRPORT HOTEL, CHARLOTTE, NC  
[WWW.CHRISTIANBOOKLOVERSRETREAT.COM](http://WWW.CHRISTIANBOOKLOVERSRETREAT.COM)

# From Vanessa Miller Pierce, Founder & Host



The Christian Book Lover's Retreat (CBLR) is the largest African American Christian Book event in the country. Between our virtual and in person events, we have connected with over 500 hundred readers. This year the CBLR will take place October 26-29, 2023, at the Hilton Airport Hotel, Charlotte, NC 28217.

The CBLR is a non-profit that offers businesses, publishers and authors numerous opportunities to connect with consumers. We are building something special at the CBLR, no wonder 70% of our attendees return year after year.

As a sponsor of the Christian Book Lover's Retreat your organization will be able to reach a diverse group of women who invest in themselves and have influence in their communities, churches, social groups and on social media. Most of our attendees are college graduates who make buying decisions on books, groceries, pharmaceuticals, hair & skin care products, retail and restaurants.

Your partnership with the CBLR will help us bring inspiration to a group who love God, books and building relationship. Your organization will also receive positive brand awareness with consumers who buy your products.

On behalf of the board, our staff and volunteers, we pray that you find us a worthy investment and thank you for partnering with the Christian Book Lover's Retreat.

Sincerely,

*Vanessa Miller Pierce*

Vanessa Miller Pierce  
Founder & Host  
Christian Book Lover's Retreat  
[www.ChristianBookLoversRetreat.com](http://www.ChristianBookLoversRetreat.com)



While CBLR is open to all, the majority of our participants are Black female readers who love the genres: Christian Fiction, Clean Romance, Historical Fiction, and Mystery. According to the 2020 Pew Research, college educated Black women read more print and ebooks than any other ethnic group. About 72% of CBLR attendees are college educated, and Nielson Group estimates Black buying power at \$1.2 trillion.

CBLR attendees spend \$600-\$1,200 while attending the retreat. Over 400 attendees are expected at the 2023 CBLR in Charlotte, NC.

Painting Party



Awards Gala



White Party at the Beach



Workshops at CBLR



Pajama Party Fun

Kim Cash Tate  
Lunch Speaker

Kingdom Party



Book Signing at CBLR



70s Party at the CBLR



Pamper Party - Eye Gel Masks




CBLR Group Photo



Prayer Breakfast



Charlotte  
Library

## **PLATINUM LEVEL - \$7,500**

Platinum Sponsors receive:

- Recognition as the key sponsor of the 2023 CBLR Retreat
- Recognition as the key sponsor of the Librarian Booksellers Appreciation Luncheon
- Exclusive press release sent announcing company sponsorship of CBLR
- Company logo on retreat tote bags, step-and-repeat banner and retreat name badges
- Large company banner placed in high traffic of hotel/retreat
- Company logo on website, souvenir book
- Opportunity to place company swag products in tote bags
- Stage mention(s) as Platinum sponsor to attendees
- Vendor booth to promote business products and/or services
- 8 full-access credentials to 2023 CBLR (to encourage employee involvement)
- VIP table with 8 VIP passes to the Reader Appreciation Awards Gala
- VIP table with 8 VIP passes to the Librarian/Bookseller Luncheon
- 30-60 second video (provided by sponsor) advertising spots on all social media platforms
- Listed as title sponsor on front cover of CBLR souvenir book and radio spots

**Publishers, editors and authors can support the CBLR by providing monetary sponsorship, conducting workshops, doing pitch sessions, attending events, and book give-aways.**



Charlotte  
Library

## **KEYNOTE LEVEL - \$5,000**

The Keynote Speaker Sponsor receives:

- Recognition as the general sponsor of the 2023 CBLR Retreat
- Special Recognition as the sponsor of the Reader Appreciation Awards Gala
- Special Highlighting of Sponsor's Author(s) at the Reader Appreciation Awards Gala
- Company logo on tote bags, step-and-repeat banner and name badges
- Large company banner placed in high traffic area of hotel/retreat
- Company logo on website and souvenir book
- Company swag products given out during the Keynote (RAAG)
- Stage mention as Keynote sponsor to attendees
- 30-second video (provided by sponsor) played immediately before keynote presentation
- 4 access credentials to 2023 CBLR (to encourage employee involvement)
- VIP table with 6 VIP passes to the Reader Appreciation Awards Gala
- 4 VIP passes to the Librarian/Bookseller Luncheon
- Inside back cover ad or logo in CBLR souvenir booklet

**Publishers, editors and authors can support the CBLR by providing monetary sponsorship, conducting workshops, doing pitch sessions, attending events, and book give-aways**





Charlotte  
Library

## **GOLD LEVEL - \$3,500**

The Gold Sponsor receives:

- Recognition as the general sponsor of the 2023 CBLR Retreat
- Special Recognition as the key sponsor of the Author/Reader Mixer
- Company logo on tote bags and step-and-repeat banner
- Large company banner in high traffic area
- Company logo on website and souvenir book
- Company swag products presented to attendees of Author/Reader event
- Stage mention as Author/Reader Mixer sponsor to attendees
- Vendor booth to promote products and/or services
- 2 access credentials to 2023 CBLR (to encourage employee involvement)
- 2 VIP passes to the Reader Appreciation Gala Awards
- 2 VIP passes to the Author/Reader Mixer
- Full page company ad in CBLR souvenir booklet

**The 2023 CBLR Access Passes Do Not Include Reader Appreciation Gala (RAAG) or the Librarian/Bookseller Soiree Unless Otherwise Stated in the Sponsor Level Agreement.**

## **SILVER LEVEL - \$3,000**

The Silver Sponsor receives:

- Recognition as the general sponsor of the 2023 CBLR Retreat
- Special Recognition as the key sponsor of the Prayer Breakfast
- Company logo on tote bags and step-and-repeat banner
- Vendor booth to promote products and/or services
- Signage in exhibit hall of sponsored zone
- Ability to put swag in retreat tote bags
- Half page company ad in CBLR souvenir book
- 2 access credentials to 2023 CBLR (to encourage employee involvement)
- 2 VIP passes to the Reader Appreciation Awards Gala
- Company logo on website and souvenir book

**The 2023 CBLR Access Passes Do Not Include Reader Appreciation Gala (RAAG) or the Librarian/Bookseller Soiree Unless Otherwise Stated in the Sponsor Level Agreement.**



Charlotte  
Christian Book Lover's  
Retreat

## BRONZE LEVEL - \$2,500

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The Silver Sponsor receives:

- Recognition as the general sponsor of the 2023 CBLR Retreat
- Vendor space to promote products and/or services during the Welcome Reception
- Spectacular signage in exhibit hall of sponsored zone
- Distribute fliers and swag to book fair attendees
- Half-page ad in CBLR souvenir book
- 2 access credentials to the 2023 Christian Book Lover's Retreat
- Company logo on website and souvenir book

The 2023 CBLR Access Passes Do Not Include Reader Appreciation Gala (RAAG) or the Librarian/Bookseller Soiree Unless Otherwise Stated in the Sponsor Level Agreement.



The Christian Book Lover's Retreat seeks to develop win-win relationships with our sponsors. We partner with sponsors to help promote their brands.

Based on your sponsorship level your company logo can be added to the CBLR t-shirts, tote bags, step & repeat banner, lanyards, postcards and website. You can also have your design on a large banner that will be seen in high traffic areas and pass out products to promote your brand. This is CBLR's way of saying thank you to our sponsors!

Your sponsorship will make these events as amazing as they are meant to be. We hope we can count on your sponsorship in 2023!

# Previous Sponsors Include:

**Baker Publishing Group**

**Love Inspired**

**Harlequin**

**Harambee Press**

**Black Fiction Addiction**

# CHARLOTTE

There's a lot to do in Charlotte, NC . We have the Carolina Panthers and the Charlotte Hornets. Our city has hosted the NBA ALL-Star Weekend, NCAA Basketball, cultural events, and now the Christian Book Lover's Retreat. People come from all over to view this beautiful city and to take part in all that is offered here.

## CHARLOTTE DEMOGRAPHICS

### DEMOGRAPHICS

Mecklenburg County Population:  
1.077 Million

Race: 45% White  
35% African American  
13% Hispanic of Latino

Median Age: 35

Gender: 47% Male, 53% Female

Median Household Income: \$62,978

### MEDIA USED TO PROMOTE CBLR:

\*Facebook, Instagram, Twitter, TV,  
Radio, Print, Visuals (banners, online  
commercials, posters, fliers and  
venue signage)

### MEDIA IMPRESSIONS

Print	272,239
Local TV	324,301
Local Radio Ads	3,100,000
Social Media	574,534
Website	129,021
eBlasts	320,071
Visual	10,000
Total CBLR Impressions	4,730,166

## CBLR DEMOGRAPHICS

### CBLR DEMOGRAPHICS

Race: 98% African American

Gender: 87% Female, 13% Male

Attendee Age: 35 - 70

68% of attendees are college graduates/  
some with master/doctorate degrees

70% attendee return rate

Median Household Income: \$53,000

Attendee's Home Locations:

NC, SC, IN, OH, MI, MO, TN, CA, CO,  
NY, GA, FL, MD, AZ, IL, VA, PA, DC

Exhibit Hall (Book Fair is FREE and  
open to the Charlotte community)

\*Approximately: 50 Exhibitors

\*Attendance in 2023: 400

Spending Power - Guests spend an  
average of \$600-\$1200

Economic impact to Charlotte, NC:  
Approximately \$250,000



# List of Authors Who Have Attended the Christian Book Lover's Retreat



Kimberla Lawson Roby  
 Jacquelin Thomas  
 Sharon Ewell Foster  
 Victoria Christopher Murray  
 Kim Cash Tate  
 Michelle Andrea Bowen  
 Stacy Hawkins Adams  
 Vanessa Davis Griggs  
 Pat G'Orge-Walker  
 Vanessa Miller  
 Michelle Stimpson  
 Pat Simmons  
 Joylynn M. Ross  
 Kendra Norman Holmes  
 Rhonda McKnight  
 Vanessa Riley  
 Norma Jarrett  
 Tia McCollors  
 Linda Hargrove  
 Sherri Lewis  
 Cheryl Polote Williamson  
 Norma McLaughlin  
 Joy Massenburge  
 Darliss Batchelor  
 Cassandra Durham  
 Melanie Philips  
 Michele Wilson  
 LaDonna McCann  
 Nicole Smith  
 Olivia Shaw-Reel  
 Velma Bagby  
 Tiffany L. Warren  
 Terri Johnson

LaCricia A'ngelle  
 Valerie Lewis Coleman  
 Nigeria Lockley  
 Toni Shiloh  
 Piper Huguley  
 Wanda B. Campbell  
 LaSheera Lee  
 Ladena Renwick Tilley  
 Lisa Beckwith  
 Elizabeth Wallace  
 Tracey Dawson  
 Latanya Blackmon  
 Cassandra Woods  
 Sylvia Koonce  
 Rochinda Pickens  
 Ashley Ray  
 Teresa Smith  
 Sandra Barnes  
 Tyora Moody  
 Peyton Woodson  
 Cooper  
 Meredith E. Greenwood  
 Renee Spivey  
 Kathy Lyons  
 Gaye Walden  
 CaSandra Mclaughlin  
 Iris Peterson  
 Sharon Faison  
 Canthia Valentine  
 Teresa Howell  
 Michelle Chavis  
 Venita Alderman  
 Jae Henderson  
 Patricia Bridewell

Stephanie Helms Pickett  
 Freddie Wilson  
 Shanita Rowsey  
 Raquel Robinson  
 Natolie Warren  
 Twylia Reid  
 Arnetta Parker  
 Donya Fenner  
 Lakeisha Poole  
 Michael Allen  
 Obioma Martin  
 Tammy Woodard  
 Desiree Aidoo  
 Tameka Edison  
 Yvonne Marlowe  
 Carolyn Crudup  
 Andre Ray  
 Unoma Nwankwor  
 Denise Walker  
 Alicia Fleming  
 Preslaysa Williams  
 Maurice Gray  
 Trish Harleston  
 Thea Casey  
 Carol Amos  
 Colette R. Harrell  
 Jackalin Jenkins  
 Erica Cureton  
 Rochinda Pickens  
 Rhonda Branch Yearby  
 Denise Polote-Kelly  
 Lacey Baker  
 Carolyn Austin

# Confirmation of Sponsorship

**Yes, I want to be a sponsor at the following level(s):**

	<b>Sponsorship Level</b>	<b>Amount</b>
	Platinum Title Sponsor	\$7,500
	Keynote Sponsor	\$5,000
	Gold Sponsor	\$3,500
	Silver Sponsor	\$3,000
	Bronze Sponsor	\$2,500

Company Name:

Website:

Contact Name/Title:

Contact Email:

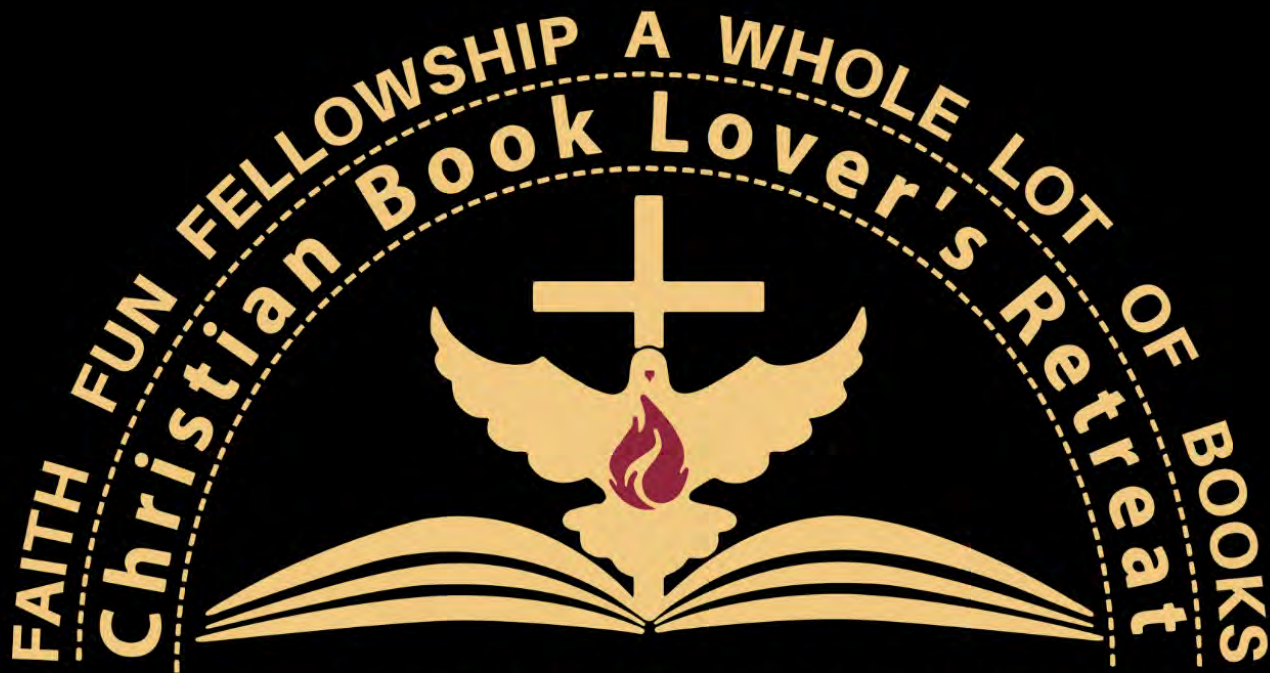
Contact Phone:

Billing Address:

Please email the complete form to [vanessa@christianbookloversretreat.com](mailto:vanessa@christianbookloversretreat.com) to be invoiced for payment. CBLR can receive Credit Cards, Wire Transfers and Checks.

**For questions about becoming a Christian Book Lover's Retreat sponsor, contact :  
Vanessa Miller Pierce: [vanessa@christianbookloversretreat.com](mailto:vanessa@christianbookloversretreat.com) (704) 412-9867  
Angela Anderson: [angela@christianbookloversretreat.com](mailto:angela@christianbookloversretreat.com) (919) 278-7146**





Inspiring God's people to live their best life NOW! The Christian Book Lover's Retreat is not just an event, it's an experience that provides a refreshing respite to recharge, edify and uplift readers and believers.

## Advisory Board

Vanessa Miller Pierce  
CBLR Host/Founder



Jaquelin Thomas  
Finance Coordinator



Pat Simmons  
Publicist



Rhonda McKnight  
Author Liason



Vanessa Riley  
Web Master



Angela Anderson  
Retreat Guest Liaison



Kenyatta Ingram  
Bookfair Coordinator



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