

Dear Prospective Sponsor,

Best-selling Memoirist, Luis J. Rodriguez, and Tattoo Artist Pioneer, Freddy Negrete, headline the LA Poet Society's Always Running Book Festival!

We're thrilled to extend a warm invitation to you, to be a part of the LA Poet Society's 3rd Annual Always Running Book Festival, in memory of Eddie Lozano, taking place on Sunday, June 2, 2024, from 1-5pm. This vibrant celebration of literature will unfold at the lot of Broncos Check Cashing, set against the backdrop of Levi Ponce's iconic mural, *Pacoimeras*, at 10335 Laurel Canyon Blvd, in Pacoima, California.

This festival isn't just about books; it's about celebrating resilience and the transformative power of literacy. We're inspired by individuals like Luis J. Rodriguez, whose journey from the tumultuous streets of LA to becoming a celebrated author echoes the resilience of countless others. Rodriguez's book, *"Always Running: La Vida Loca, Gang Days in LA,"* is a beacon of hope, showing how love for literature and the arts can be a path to redemption and purpose.

At the heart of our festival lies a rich program designed to engage, inspire, and uplift. Highlights include:

- **1:1 with Luis J. Rodriguez and Freddy Negrete!** Two former gang rivals, turned to literacy and the arts, transformed, and NOW both published Authors, and individuals doing so much good work for the community!
- **Live Music:** Immerse yourself in the soul-stirring melodies of local musicians, adding a vibrant rhythm to the festivities.
- **Adapted Play of Always Running:** Experience the narrative of "Always Running" brought to life on stage, offering a fresh perspective on Rodriguez's transformative story.
- **Story time with Luis J. Rodriguez:** Join us for a reading of Luis' children's book, *"It Doesn't Have to be This Way"*
- **Live Poetry Readings:** Be captivated by the eloquence and passion of LA's vibrant poets and writers, as they share their unique perspectives and voices.
- **Vendors and Small Presses:** Browse a curated selection of vendors and small presses, offering crafts and goods to explore and enjoy.

To make this year's festival unforgettable, we're seeking your support through our tiered sponsorship program. Your contribution will play a crucial role in ensuring that the festival is a resounding success, creating cherished memories for attendees and participants alike.

Tier 1: Facilities Management Sponsor - \$400

- Your support will help cover essential needs like on-site bathrooms, utilities, and clean-up services, ensuring the comfort and safety of everyone attending. As a heartfelt thank you, all sponsors will receive recognition on our website and in our post-event newsletter.

Tier 2: Book Sponsorship - \$500

- Your sponsorship will provide 25 copies of "Always Running" to be given away, spreading the joy of reading and making literature accessible to all. Along with our gratitude, sponsors will be acknowledged on our website and in our post-event newsletter.

Tier 3: Literary Friends - \$800

- Your generous donation will fund honorariums for our esteemed headliner guest, recognizing their invaluable contributions. In addition to recognition, funders will receive an LA Poet Society swag bag, an exclusive festival mug, and a t-shirt.

Tier 4: Entertainment Sponsor - \$1500

- Your sponsorship will support the talented musicians, actors, and poets who will enchant our audience throughout the festival. As a heartfelt token of appreciation, sponsors will be recognized prominently, and funders will receive a special swag bag, festival mug, and t-shirt.

We understand that your support represents a meaningful investment, and we're deeply grateful for your consideration. As a 501(c)3 literary arts non-profit organization, all gifts are tax-deductible, and your generosity will directly impact our mission of fostering accessible, inclusive, and visible literary arts programming in our community.

Join us as we celebrate the power of literature and create moments of joy and inspiration at the 3rd Annual Always Running Book Festival.

For sponsorship inquiries or to discuss custom opportunities, please reach out to Jessica M. Wilson at losangelespoetsociety@gmail.com

Very Kindly Yours,
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