



FLIGHTS OF FANCY

NOVELS & NIGHTCAPS

A Promising Pages Book Fair for Grown-Ups

Event Description:

Novels & Nightcaps, a Promising Pages Book Fair for Grown-Ups, brings the area's favorite independent bookstores under one roof so readers can shop bookfair-style! Whether they're flying solo or with their book club, their next great read is just around the corner.

This February, we embark on our latest literary adventure "Flights of Fancy". This unique, book fair is a celebration of books that whisk us away to far-off destinations, transporting readers to captivating landscapes, vibrant cities, and hidden worlds.

Event Highlights:

- Shop curated book collections from independent booksellers
- Sample beverage "flights" and bites from iconic book settings
- Connect & kick back in the Readers' Lounge with
 - Book Clubs & Local Library Offerings
 - Grown-Up Read-A-Louds
- Enjoy a bit of spontaneity with the Impromptu Poet & Mad Libs Live
- Discover unique "souvenirs", nostalgic book fair swag, and one-of-a-kind experiences in our lit-themed merch shop and silent auction
- Document your travel at our destination selfie-booth

Departure Details:

Thursday, Feb. 27th 2025

Time: 6:00 pm - 9:00 pm

Gate (Location):

The Union at Station West
919 Berryhill Rd suite 105
Charlotte, NC 28208

Expected Attendance: 350-500

Novels & Nightcaps 2024:

Sold Out Event (450 guests)

Event proceeds benefit Promising Pages, the Charlotte Area Book Bank

PROMISING PAGES

The Charlotte Area Book Bank

ABOUT PROMISING PAGES

Having access to books is critical to a child's literacy development and educational success but in low-income neighborhoods there is only **1 age-appropriate book for every 300 children**. Promising Pages removes literacy barriers by collecting new and donated books and sharing them with children living in the Charlotte Area Book Desert: those with few, if any, books at home.

In the '23-'24 school year we shared 290,085 free books with more than **62,000 under-resourced children**. As the region's only book bank, we are the primary source for free books for more than 250 area nonprofits, **distributing more than 1.8 million books** since 2012.

AUDIENCE REACH

Social Media Influence

- FB, Insta, LinkedIn = 9,607 follows
- 76% Female, 24% Male
- Between 25 - 55 years old

Web & Email

- 4,600 unique, monthly website visits
- 4,086 Newsletter Subscribers

Community Reach

- 250 Supported orgs & schools
- 14 counties, 2 states
- Avg. 2,000+ volunteers a year

NOVELS & NIGHTCAPS

Proceeds from Novels & Nightcaps directly support book access initiatives in our region, helping to put books in the hands of children, adults, and families who need them most.

Promising Pages Book Fair for Grown-Ups was created to:

1. raise money to support literacy & book access for under-resourced children, families, and child-serving organizations in our region.
2. offer book lovers a unique and informal way to connect with Charlotte's diverse community of readers.
3. provide minority-owned small businesses with additional financial opportunities and the ability to grow their customer base.
 - 8 independent booksellers/stores supported this fiscal year
 - **2024 Novels & Nightcaps Bookseller Feedback:**
 - 100% of respondents made a profit and agreed it was "worth their time & effort"
 - "I just want to thank you all for the opportunity! The ladies and I had a great time, and it was a great financial boost at an otherwise slow time of year." - Second Look Books



NOVELS & NIGHTCAPS

Sponsorship Packages



1. The Nobel - \$10,000

- Exclusive naming rights as the "Presenting Sponsor" of the event.
- Prominent logo placement on all event marketing materials.
- Recognition as the top sponsor in all press releases and media coverage.
- A dedicated vendor space at the event or promotional inclusion in VIP bag.
- Ten complimentary event tickets.
- Highlight in pre- and post-event email newsletters to the attendee list.
- Logo placement on the event website with a link to your company's website.
- Social media shout-outs and promotion leading up to the event.

2. The Pulitzer - \$5,000

- Prominent logo placement on print & electronic event materials.
- Recognition as a major sponsor in press releases and media coverage.
- Six complimentary event tickets.
- Inclusion in pre and post-event email newsletters to the attendee list.
- Logo placement on the event website with a link to your company's website.
- Social media promotion leading up to the event.

3. The Booker - \$2,500

- Logo placement on print & electronic event materials.
- Recognition as a sponsor in event marketing materials.
- Four complimentary event tickets.
- Inclusion in pre and post-event email newsletters to the attendee list.
- Logo placement on the event website with a link to your company's website.
- Social media promotion leading up to the event.

4. The PEN - \$1,000

- Logo placement on print & electronic event materials.
- Recognition as a sponsor in event marketing materials.
- Two complimentary event tickets.
- Logo placement on the event website with a link to your company's website.
- Social media promotion leading up to the event.

5. The National - \$500

- Recognition as a sponsor in event marketing materials.
- Two complimentary event tickets.
- Logo placement on the event website with a link to your company's website.
- Social media promotion leading up to the event.

Visit Promising-Pages.org to learn more or contact Kelly@promising-pages.org to become a sponsor.