



CHARLESTON
FRIENDS
of the Library

That BIG Book Sale 2026

Sponsorships Opportunities

PRESENTING SPONSOR

More Than a Car Dealer.

CREWS SUBARU

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About

The Event

A beloved tradition for 44 years, That BIG Book Sale is Charleston's premier, 4-day event attracting over 4,000 book lovers. The annual event showcases a vast collection of more than 50,000 books, and provides an unique opportunity for the community to empower local literacy at Charleston's 18 public library branches and beyond!

More than just a book sale! While the primary goal of the BIG Book Sale is to support library programs and local literacy, it also serves as a celebration of literature and community spirit. Attendees have the chance to discover new authors, find rare editions, and meet fellow book enthusiasts. It's an event that brings people together, united by a shared passion for books and learning.

Event Goals

- **RAISE FUNDS** for the Charleston Public Libraries' 18 branches and their numerous community programs
- **PROVIDE AFFORDABLE BOOKS** to book lovers of all ages to encourage reading and learning
- **PROMOTE LOCAL AUTHORS** by giving them the opportunity for greater exposure and to showcase our local literary scene
- **SUPPORT LOCAL TEACHERS** by offering gift cards and coupons to help stock classrooms libraries

Audience

- 4000+ book enthusiasts
- Ages 1-100 - we have something for everyone
- 250+ volunteers who make this event happen

Why Sponsor Us

Benefits of Sponsoring

- Show your support of local literacy to thousands of event attendees
- Sponsorship recognition on event marketing, website and social media
- Empower local literacy in Charleston County
- Promotional opportunities beyond That BIG Book Sale

Promotion Channels

- FRIENDS Social Media (Instagram 3,600 followers, Facebook 4700 followers)
- Charleston County Library Social Media (Instagram 12.5K followers, Facebook 21K followers)
- FRIENDS website (1200+ unique visitors)
- Event signage, graphics and press releases
- Event announcements thanking sponsors
- Media partners and influencers



Sponsorship *Tiers*

Gold Sponsor – \$2500

- Name/Logo featured on event signage (large size)
- Recognition on all event marketing, including press releases and media (print, radio, television) and social media
- Sponsor recognition at one Regional Book Sale of your choice
 - average attendance 400
- Cross-promotional opportunities available
- Recognition on FRIENDS website & in FRIENDS Store (Citadel Mall) for one year
- 8 tickets to the Event Members Night & Sponsor Reception

Silver Sponsor – \$1000

- Name/Logo featured on event signage (medium size)
- Recognition on all event marketing, including press releases and media (print, radio, television) and social media
- Cross-promotional opportunities available
- Recognition on FRIENDS website & in FRIENDS Store (Citadel Mall) for one year
- 6 tickets to the Event Members Night & Sponsor Reception



Sponsorship *Tiers*

Bronze Sponsor - \$500

- Name/Logo featured on event signage (small size)
 - Recognition on all event social media
 - Recognition on FRIENDS website & in FRIENDS Store (Citadel Mall) for one year
 - 4 tickets to the Event Members Night & Sponsor Reception
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Take A Stand Sponsor - \$250

- Name/Logo displayed on stand (11x17) positioned on a book genre table on the sales floor
- 2 tickets to the Event Members Night & Sponsor Reception



Contact Info

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Social Media

@chslibfriends – Instagram and Facebook

*Thank you for supporting
local literacy!*

