



Sponsorship and partnership policy of The American Book Center

The American Book Center (ABC) is committed to partnering with organizations or individuals that stimulate reading, writing and the arts. We thank you for your interest in collaborating with us – but before you send us your request, we ask that you read our Sponsorship Policy:

- We generally do not spend money on ads in magazines or flyers.
- We sometimes chose to honor a sponsor request with books*, book vouchers, contributions to goodie bags, or other gifts in kind.
- We are also willing to make barter deals to share information about your event or organization in our news mailing (15,000 subscribers) and via our social media channels (FB/Twitter/Instagram. If we do this, we expect you to promote ABC in return using your publicity channels.
- We need at least 10 business days to consider your request, so send it as early as possible.

Every sponsorship request must be accompanied by as much information about your organization as you can share. Please clearly explain the nature and purpose of the sponsorship. For a sponsored event, mention the demographics of your event (**date/time/place**) and the estimated attendance. We would also like you to answer the following questions:

- Do you own an ABC Booklover Card?
- How often do you visit ABC to buy books?
- What makes ABC a desirable partner to sponsor your event or organization?
- How will our sponsorship be acknowledged?
- What is your deadline for submitting sponsored items and/or sharing news/information?

Please send your request to sponsor@abc.nl

*We do not exchange or refund sponsored items.