

Public / Employee Relations Materials

Sponsoring the Tucson Festival of Books gives your public / employee relations team another opportunity to strengthen bonds. Here are some tools to make the job easier.

Electronic Items (delivered via email)	Typical Uses	Check if interested
Electronic logo “Proud Sponsor of the Tucson Festival of Books”	Add to internal and external communications, social media, etc. Provided to all sponsors.	✓
TFoB e-newsletter subscription	For copy ideas to use in external and internal communications.	
Draft copy for employee (internal) newsletter	Drafter for internal uses.	
Draft copy for public (external) newsletter, social media, etc.	Drafter for external uses.	

Printed Materials (delivery in February)	Typical Uses	Number requested
Point of Sale display with 20 bookmarks (8.5x11 poster with stand and pocket for bookmarks)	Created for “point of sale” use, like at a cash register. Also good for employee lounges, waiting areas, etc.	
Bookmarks (2x7)	Great for employees and customers to take home as a reminder.	
Family flyer – in English & Spanish. Highlights TFoB activities with family appeal (8.5x11)	Employee lounges, waiting areas. May be scanned and used in employee communications.	
Table tents (4”Hx6”Wx2”deep)	Great for employee lounges, waiting areas, restaurant tables, etc.	
Color flyer (8.5x11)	Perfect for bulletin boards.	
Art poster (18x24)	Good for windows and public areas.	

Speaker	Purpose	Check if interested
Festival speaker (date and time to be arranged)	A member of our speaker’s bureau can come to an all staff or other meeting to provide information and answer questions.	

Organization Name:	PR materials contact name:
Contact email:	Contact phone:

Please make a copy of this information for your records and return completed form to:

Marcy Euler - Executive Director, Tucson Festival of Books
1209 E. University, Room 104
Tucson Arizona 85721-0019

Questions or inquiries may be directed to: Marcy@TucsonFestivalofBooks.org (Mon.-Fri.; 9am-4pm)

Visit our website – TucsonFestivalofBooks.org

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