

Join us as we spark imaginations and bring stories to life at the 17th annual

CHILDREN'S BOOK FESTIVAL

March 28 & 29, 2026 • 10 a.m. to 4 p.m. • Bottle Works Ethnic Arts Center & the Grande Hall

PLEASE NOTE THE FOLLOWING DEADLINES:

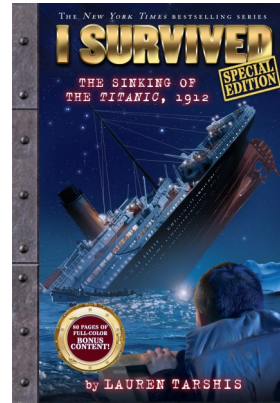
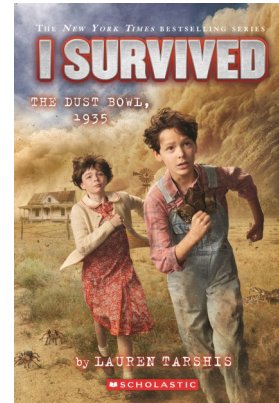
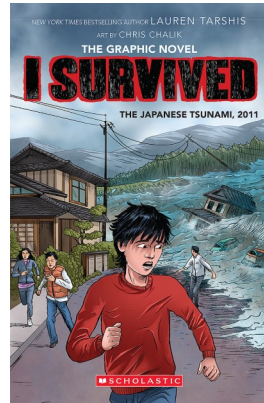
- To be included on the festival poster, sponsorship information, payment and logos must be submitted no later than Friday, February 13, 2026.
- Sponsorship deadline is Friday, March 13, 2026.

SPONSORSHIP LEVELS

~~AUTHOR'S CIRCLE - \$6,000 - 1 AVAILABLE~~

Lauren Tarshis: *As the Author's Circle Sponsor, you'll enjoy:*

- Title naming rights to the event: "The Learning Lamp and _____ present the 2026 Children's Book Festival."
- Exclusive sponsorship for all of Lauren Tarshis' signage – author presentation, book signing
- Recognition at the festival with logo on table tents and festival banner – prominent placement
- Logo on festival poster (provided submitted according to deadlines above), news releases, email blasts, festival page on The Learning Lamp's website and social media – prominent placement
- Opportunity to utilize a vendor space at the festival to promote products/services (vendor agrees all promotions are free of charge)
- Opportunity to introduce Lauren Tarshis before Author presentations (one each day of the festival, times TBD)
- Three (3) signed books (of The Learning Lamp's choice) from festival headlining authors/illustrators

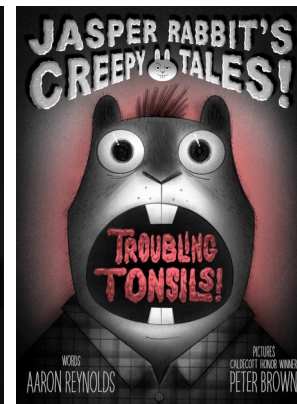


~~FIRST EDITION - \$4,500 - 1 AVAILABLE~~

(options available on a first-come, first-served basis)

Aaron Reynolds: *As the First Edition Sponsor, you'll enjoy:*

- Exclusive sponsorship for all of Aaron Reynolds' signage – author presentation, book signing, workshop
- Recognition at the festival with logo on table tents and festival banner – higher placement
- Logo on festival poster (provided submitted according to deadlines above), new releases, email blasts, festival page on The Learning Lamp's website and social media – higher placement
- Opportunity to utilize a vendor space at the festival to promote products/services (vendor agrees all promotions are free of charge)
- Opportunity to introduce Aaron Reynolds before Author presentations (one each day of the festival, times TBD)
- Three (3) signed books (of The Learning Lamp's choice) from festival headlining authors/illustrators



~~... LEATHER BOUND - \$3,500 - 1 AVAILABLE~~ *(options available on a first-come, first-served basis)*

Joe Wos (entertainment/storyteller), Rock N Roll Pet Store (entertainment/storyteller): *As a Leather Bound Sponsor, you'll enjoy:*

- Exclusive sponsorship for all signage for one of the following: Joe Wos or Rock N Roll Pet Store
- Recognition at the festival with logo on table tents and festival banner – middle placement
- Logo on festival poster (provided submitted according to deadlines above), new releases, email blasts, festival page on The Learning Lamp's website and social media – middle placement
- Opportunity to utilize a vendor space at the festival to promote products/services (vendor agrees all promotions are free of charge)
- Two (2) signed books (of The Learning Lamp's choice) from festival headlining authors/illustrators

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CLASSIC COLLECTOR - \$3,000 - 2 AVAILABLE (available on a first-come, first-served basis) **Book Giveaway:** As a Classic Collector Sponsor: you'll enjoy:

- Sponsorship of the book giveaway area, covering the costs of acquiring books through your sponsorship ensuring every child that visits the festival walks away with a free book
- Signage displaying your logo in the book giveaway area
- Your logo printed on bookmarks that will be distributed in every book given away
- Recognition at the festival with logo on table tents and festival banner – bottom placement
- Logo on festival poster (provided submitted according to deadlines above), news releases, email blasts, festival page on The Learning Lamp's website and social media—small logo, bottom placement
- One (1) signed books (of The Learning Lamp's choice) from festival headlining authors/illustrators



... BESTSELLER - \$2,500 - 2 AVAILABLE (options available on a first-come, first-served basis)

Scavenger Hunt: As a Bestseller Sponsor: you'll enjoy:

- Sponsorship of the scavenger hunt, covering the costs of items to be included in the scavenger hunt prize baskets to include books, games, and learning materials
- Signage displaying your logo in the scavenger hunt area
- Your logo printed on all scavenger hunt fliers that will be distributed to every child at the festival
- Recognition at the festival with logo on table tents and festival banner – bottom placement
- Logo on festival poster (provided submitted according to deadlines above), news releases, email blasts, festival page on The Learning Lamp's website and social media—small logo, bottom placement
- One (1) signed books (of The Learning Lamp's choice) from festival headlining authors/illustrators



PAPERBACKS - \$1,500 - 14 AVAILABLE (options available on a first-come, first-served basis)

As a Paperback Sponsor, you'll enjoy:

- Exclusive sponsorship of the specific festival space signage by choosing one of the following areas:

- | | | |
|---|---------------------------------|---------------------------------|
| 1. Welcome Area (Grand Halle) | 7. Welcome Area (Art Works) | 13. Scholastic Sale |
| 2. Author Presentation Area (Grand Halle) | 8. Kids' Craft Area | 14. Main Stage Area |
| 3. Food Trucks | 9. Local and Regional Authors | 15. Bookmark Contest |
| 4. Welcome Area (Bottle Works) | 10. Author Book Sale | 16. Dining Area |
| 5. Workshop Area | 11. Survey/Giveaway | |
| 6. S.T.E.A.M. Workshops | 12. Used Book Sale | |

BOOKMARK - Up to \$1,499

As a Bookmark Sponsor, you'll enjoy:

- Recognition at the festival with business/organization or individual name listed on table tents



BECOME A SPONSOR TODAY! CALL KATHY AT 814-262-0732 x233 OR EMAIL KMORRELL@THELEARNINGLAMP.ORG

2025 Bedford Street • Johnstown, PA 15904 • Phone: 814-262-0732 • Fax: 814-262-0837 • thelearninglamp.org

The mission of The Learning Lamp is to engage all children in the support they need to succeed. The Learning Lamp is a 501(c)(3) nonprofit organization, donations to which are tax deductible to the fullest extent permitted by law. The official registration and financial information of The Learning Lamp may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

