Sponsor Schedule

Saturday, July 25, 2026

11:00 AM to 4:00 PM
Dayton Metro Library West Branch
300 Abbey Avenue Dayton, OH 45417

Interactive Learning for Children
Authors
Workshops

WhenISeeMe.com

When I See Me™ Children's Book Fair is on a mission to empower children by providing access to authors with inspiring books that feature Black, Indigenous, People of Color (BIPOC) as main characters. The goal is to celebrate diversity and address the educational gap of underrepresented children by providing young readers with relatable role models.

Why is it important for children to read books that reflect themselves?

1. **Identity Validation:** For BIPOC children, encountering characters who share their racial or ethnic background provides a powerful affirmation of their identity. It reinforces the idea that their stories, experiences, and perspectives are valid and valuable.
2. **Cultural Connection:** Representation in literature allows BIPOC children to connect with their cultural background. It fosters a sense of pride and belonging, helping them appreciate and understand the richness of their heritage.
3. **Broadening Perspectives:** Exposure to diverse characters in literature broadens the horizons of all children. It helps them understand and appreciate different cultures, fostering empathy and a more inclusive worldview.
4. **Empowerment and Aspiration:** When BIPOC children see characters who look like them succeeding, overcoming challenges, and pursuing their dreams, it instills a sense of empowerment. It becomes a source of inspiration and motivation, encouraging them to believe in their own potential.
5. **Breaking Stereotypes:** Positive representation helps break down stereotypes and dispel harmful biases. It shows that individuals from diverse backgrounds can have a wide range of skills, interests, and roles in society, challenging preconceived notions.
6. **Enhancing Self-Esteem:** Exposure to positive role models in literature can significantly influence a child's self-esteem. It reinforces the idea that they can be protagonists in their own stories, leading to a more positive self-image.
7. **Language and Literacy Development:** When children can relate to the characters in a story, they are more likely to engage with the material. This emotional connection enhances language and literacy development, making the learning process more enjoyable and effective.
8. **Nurturing a Love for Reading:** When children see themselves in the stories they read, it fosters a genuine love for reading. It transforms literature from a passive activity to an immersive experience that resonates with their personal journey.

Representation in children's literature is a powerful tool for shaping perspectives, fostering inclusivity, and building a foundation for a more equitable society. It contributes to the development of well-rounded children who are aware of their own cultural identity while respecting and appreciating the diversity that enriches the world around them.

Media Outlets

- WROU 92.1 FM
- WDAO 1210 AM
- WCSU 88.9 FM
- WYSO 91.3 FM
- WDTN TV 2
- WHIO TV 7
- WKEF TV 22
- FOX TV 45
- WRCX TV 40
- *Dayton Daily News*
- *Dayton Weekly News*
- BlackPR.com
- Social media, media releases, postcards, and more!

Connecting your business to avid shoppers

When I See Me™ Children's Book Fair is a great way for your company to reach an audience of avid readers and 800,000 residents with a media reach exceeding 1,500,000 impressions. As a sponsor, your company will benefit from greater visibility with individuals, businesses, and organizations of the Dayton Metropolitan Area and beyond.

Benefits of Sponsorship

Visibility for Your Company

Exposure to our engaged community of authors, children, and child advocates is on-going through live events and a comprehensive digital marketing campaign.

Enhance Your Community Outreach and Recruitment

Participation in the book fair, speaking opportunities, and a presence as an exhibitor provide valuable opportunities to boost your company's brand.

Exposure from Our Marketing Efforts

Radio spots, TV commercials, print advertisements, interviews, and social media expand our reach to over 1,500,000 media impressions.

WhenISeeMe.com

2025 Highlights

Thanks to our generous sponsors and individual donations, 250 children received

- An autographed book of their choice from participating authors
- A tote from Mentoring Collaborative, Fast-Forward Engagement, or Wright Patt Credit Union
- Two Chick Fil A gift cards from Jerell Ringer
- Writing journal from SOCHE
- Social-emotional learning activities with licensed mental health therapist, Lamarr E. Lewis of Lewis Family Consulting
- Multi-cultural crayons and more!

Our media presence included

- Commercials on Spectrum TV
- Spots on WROU 92.1 FM
- Media releases with BlackPR.com
- 6,000 postcards
- Social media posts to over 25,000 fans, friends, and followers

Sponsor Schedule

When I See Me™ Title Sponsor $25,000

Your company listed as the title sponsor in all media releases, interviews, and advertisements (radio, TV, newspaper). This package includes

- Logo, "Title Sponsor" and hyperlink on WhenISeeMe.com home page
- Pre-event media release to 325,000 opt-in members
- One 12-ft double-sided banner with your company name and logo
- "Title Sponsor" designation on name badges
- Exhibit table at event
- Lunch for two team members
- Opportunity to address guests from stage
- Company logo on 5,000 postcards
- Listing on WhenISeeMe.com
- Social media promotions
- Mention in print and radio media
- Program book front-cover listing as "[title sponsor] presents Pen of the Writer's When I See Me™ Children's Book Fair"
- Company promotional material included in every bag
- Post-event eBlast to 25,000 fans, friends, and followers

Limited to one (1) sponsor

Things I Can Be Sponsor $10,000

This package includes

- Pre-event media release to 325,000 opt-in members
- One 9-ft double-sided banner with your company name and logo
- Exhibit table at event
- Lunch for two team members
- Company logo on 5,000 postcards
- Listing on WhenISeeMe.com
- Social media promotions
- Mention in print and radio media
- Program book full-page ad
- Company promotional material included in every bag
- Post-event eBlast to 25,000 fans, friends, and followers

Limited to two (2) sponsors

Sponsor Schedule

Passionate Pens Sponsor $5,000

This package includes

- One 8-ft single-sided banner with your company name and logo
- Company logo on 5,000 postcards
- Listing on WhenISeeMe.com
- Social media promotions
- Mention in print and radio media
- Program book full-page ad
- Company promotional material included in every bag
- Post-event eBlast to 25,000 fans, friends, and followers

Limited to five (5) sponsors

A Book in Every Bag Sponsor $2,500

Attending children and up to twenty (20) teachers will receive a complimentary drawstring bag with a book of their choice from one of our attending authors. This package includes

- Company logo screened on drawstring bags
- Listing on WhenISeeMe.com
- Social media promotions
- Mention in print and radio media
- Program book half-page ad
- Company promotional material included in every bag
- Post-event eBlast to 25,000 fans, friends, and followers

Limited to five (5) sponsors

Sponsor Schedule

Legacy Sponsor **$1,000**

An area geared toward activities for children will run concurrent to the event. This sponsorship consists of supplies and personnel for storytelling, book crafts, and social-emotional learning activities. This package includes

- Program book quarter-page ad
- Listing on WhenISeeMe.com and social media
- Event signage as "POWER Kids sponsored by [sponsor]"
- Post-event eBlast to 25,000 fans, friends, and followers

Limited to three (3) sponsors

Impact Sponsor **$500**

This package includes

- Listing on WhenISeeMe.com and social media
- Company promotional material included in every drawstring bag
- Your company logo displayed at the welcome table
- Post-event eBlast to 25,000 fans, friends, and followers

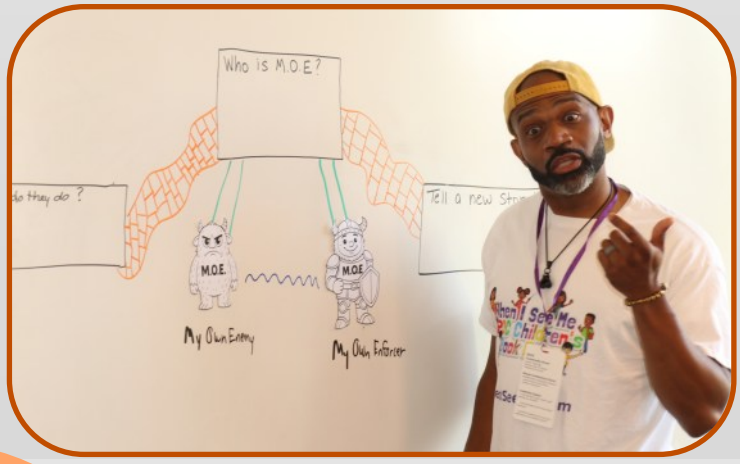
Limited to five (5) sponsors

Community Sponsor **$250**

This package includes

- Listing on WhenISeeMe.com and social media
- Your company logo displayed at the welcome table
- Post-event eBlast to 25,000 fans, friends, and followers

Limited to ten (10) sponsors



Licensed mental health therapist, Lamarr E. Lewis of Lewis Family Consulting conducts social-emotional learning (SEL) activities to help children express emotions in productive ways.

Advertising Schedule

Program Book

Affordable advertisement in the When I See Me™ program book is available. This 8.5”w x 11”h full-color kid-friendly book will be distributed to authors and guests. Other benefits for advertising include

- Eblast to 25,000 fans, friends, and followers
- Archived online for access long after the event

Investment	Ad Type	Ad Dimensions*
$1000	Back cover	8”w x 10.5”h
$ 500	Full page	8”w x 10.5”h
$ 300	Half page	8”w x 5.25”h
$ 200	Quarter page	4”w x 5.25”h
$ 100	Business card	4”w x 2.625”h
$ 50	Design fee	

When I See Me™ T-Shirts $500

Promote your company logo on fifty (50) walking billboards for exposure long after the event. These shirts will be worn by volunteers and given to guests throughout the day. This opportunity is available to ten (10) advertisers.

Name Badges $350

Your company logo on custom-printed name badges for authors, speakers, and volunteers. This opportunity is available to two (2) advertisers.

Bag Inserts $150

Include your bookmark, business card, or other promotional material in 100 drawstring bags. This opportunity is available to ten (10) advertisers.

***Ad Specs**

- Ads must be submitted electronically by 5 PM EST **May 31, 2026**
- All text and images must be contained in a single file
- High-resolution (300 DPI) JPEG file according to the ad size noted above
- File size not to exceed 5MB

Submitted ads that do not meet the noted specs will be rejected or charged a $50 design fee. If you prefer, let us design your ad for $50.

Confirm Your Sponsorship or Advertisement

I want to sponsor as follows:

☐ When I See Me™ Title	$25,000
☐ Things I Can Be	$10,000
☐ Passionate Pens	$ 5,000
☐ A Book in Every Bag	$ 2,500
☐ Legacy	$ 1,000
☐ Impact	$ 500
☐ Community	$ 250

I want to advertise as follows:

☐ T-shirts	$ 500
☐ Name Badges	$ 350
☐ Bag Inserts	$ 150

Program Book Ads

☐ Back cover	$ 1,000
☐ Full page	$ 500
☐ Half page	$ 300
☐ Quarter page	$ 200
☐ Business card	$ 100

☐ Design fee	$ 50

Please promote my business:

Company Name: _____

Address: _____

_____

Phone: _____

Website: _____

Contact Name: _____

Phone: _____

Email: _____

Fax: _____

Mail the completed form along with payment by **May 31, 2026** to

Pen of the Writer
c/o When I See Me™ Book Fair
893 South Main Street – PMB 175
Englewood, OH 45322

If preferred, email scanned document to info@penofthewriter.com or fax to 888.802.1802.

While in-kind gifts are welcome, we seek monetary funds to support our mission.

☐ Check enclosed (payable to Pen of the Writer)

☐ Credit card payment. For security purposes, payments made by credit card can be submitted to info@penofthewriter.com using Paypal.com or $penofthewriter via CashApp.

Valerie J. Lewis Coleman

Best-selling author and award-winning publisher, Valerie J. Lewis Coleman serves professional speakers and experts to magnify and monetize their message by publishing quality books. With over fifteen years of experience in the book business, she has published over 185 authors and helped thousands of writers navigate the challenges of self-publishing. Since 2005, she's hosted citywide book events connecting over 800 authors with avid readers. Valerie's dynamic presentation and knowledge of the business takes writers from pen to paper to published as they master self-publishing to make money!

PenOfTheWriter.com

We invite writers, authors, and sponsors to collaborate with us at the 2026 When I See Me™ Children's Book Fair. For inquiries and interests, contact Valerie at info@penofthewriter.com or 888.802.1802.

When I See Me™ Children's Book Fair

c/o Pen of the Writer
893 South Main Street
PMB 175
Englewood, OH 45322
888.802.1802 phone and fax
WhenISeeMe.com