



# MEGA BOOK LAUNCH & SHOWCASE

**INK, IDENTITY & INDEPENDENCE:**

A Celebration of  
Caribbean Literary Excellence

## **SPONSORSHIP PROPOSAL**

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# EXECUTIVE SUMMARY

The **Mega Book Launch & Showcase 2026** is an annual, family-friendly event celebrating local and regional literature and storytelling. Hosted by Passionate Words Editing Services (PWES) and held on **November 22, 2026**, the event brings together authors, readers, families, creatives, and corporate partners for a full-day experience that is both culturally meaningful and commercially valuable.

Successfully hosted for the first time in 2024, the Mega Book Launch was created to address a critical gap faced by self-published and emerging authors: visibility. By uniting multiple authors under one professionally curated platform, PWES lowers individual costs while dramatically increasing exposure, audience reach, and long-term sales impact. The last event resulted in strong on-day book sales, post-event interest, and increased public recognition of participating authors. The event also increased brand awareness, not just for the authors themselves, but for PWES as a whole. This continued after the event itself had been completed, with people asking about follow up events a year after.

The 2026 edition expands this impact by anchoring the event under the official theme: **“Ink, Identity & Independence”**, tying it to Barbados’ 60th Independence Day, celebrated on November 30th.

The program blends book launches, panel discussions, poetry, fine art, guest readings, and a robust Children’s Corner dedicated to youth literacy and creative expression.

For sponsors, this event offers more than logo placement. It is an opportunity to align with **education, culture, national pride, and community development**, while engaging directly with a thoughtful, values-driven audience in a premium setting. Through a multi-month marketing campaign, digital content, podcast features, and on-site brand integration, sponsors receive meaningful **visibility** and **measurable engagement**. **Strategic partnerships can also align with tourism development, as the event has the potential to expose Barbados and Barbadian authors to a global audience.**

PWES invites corporate, institutional, and community partners to join us in delivering a national cultural experience that both honours the stories that shaped Barbados and supports the voices writing its future.

# INTRODUCTION

Literacy is important for any region or country. The adult literacy rate is defined by MacroTrends.net as "the percentage of people ages 15 and above who can both read and write with understanding a short simple statement about their everyday life." It has always been understood that the Caribbean in general — and Barbados, specifically — has an extremely high literacy rate, with some statistics suggesting that it is as high as almost 100%.

It is also understood that reading consistently is fundamental to expanding and maintaining the literary rate,

However, with the digital age, many people do not read much anymore. If it isn't instantly on their devices, most people do not have the patience to slow down, unplug, and lose themselves into the fantasy world contained in a book.

But, people still tell stories.

**Passionate Words Editing Services** was formed with the desire to assist storytellers, who still want to put their words out for the world to access, by providing them a proficient one-stop shop for them to have their manuscripts transformed from simple Word documents into professionally edited, designed and published.

We also want to do our part to help those who still love reading to find new avenues to find their new favourite

authors and discover new favourite books and genres. This is where the **Mega Book Launch & Showcase comes in.**

I invite you to partner with me in providing a platform to connect readers with authors, encourage a love for reading and engender a wholesome family atmosphere — all while celebrating Barbados' 60th Independence Day and fifth Republic Day!

**Robert Gibson**  
**Founder, Passionate Words Editing Services**



# ABOUT PASSIONATE WORDS EDITING SERVICES (PWES)

**Passionate Words Editing Services (PWES)** was formed in 2017 and is an editing and publishing-support company committed to providing a seamless, premium experience to self-published authors. Our mission goes beyond editing: we help authors **gain visibility, position their books as brands, and navigate the publishing journey with confidence.**

PWES is widely recognised for championing local, regional and international authors and for creating an innovative platform that makes publishing more accessible and impactful.

# EVENT BACKGROUND & PROVEN SUCCESS

In partnership with **Bijou Media**, PWES launched the Mega Book Launch & Showcase as a way to maximise visibility for authors, while reducing expenses, in November 2024. The concept allows multiple authors to pool resources while maximising exposure through strategic marketing, professional staging, and audience engagement.

## **Key outcomes from the previous showcase include:**

- Strong book sales, with several authors selling out at the event
- Continued post-event book sales and media interest
- High audience engagement through panel discussions and guest readings
- Increased public recognition of authors due to targeted promotion both prior and after the event.
- Positive community impact, including literacy-focused programming for children.

# MEGA BOOK LAUNCH & SHOWCASE 2026 OVERVIEW

The **2026 Mega Book Launch & Showcase** will be held on **November 22, 2026**. This free, family-friendly event is designed as a cultural experience that blends literature, heritage, and community.

## **Official Theme: “Ink, Identity & Independence”**

The theme commemorates 60 years of Barbadian independence, celebrating national identity, storytelling across generations, and the power of words in shaping culture.

## **Core Activations**

- **Featured Authors Zone (scheduled readings & signings)**
- **Book Table+ spaces for authors**
- **Author panel discussions**
- **Poetry Open Mic (30 minutes)**
- **Guest Readers (educators, creatives, community figures)**
- **Fine Arts Display reflecting independence, culture, and legacy**
- **Illustrator & ISBN Desks.**
- **Giveaways, Book Basket raffles, and door prizes**
- **Refreshments: curated Bajan Bites Boxes on sale**

# AUDIENCE PROFILE

The **Mega Book Launch & Showcase** attracts a broad, yet committed audience, including:

- Avid readers and book lovers
- Families, children, and educators
- Authors, poets, illustrators, and creatives
- Cultural stakeholders and community leaders
- Media, influencers, and corporate partners

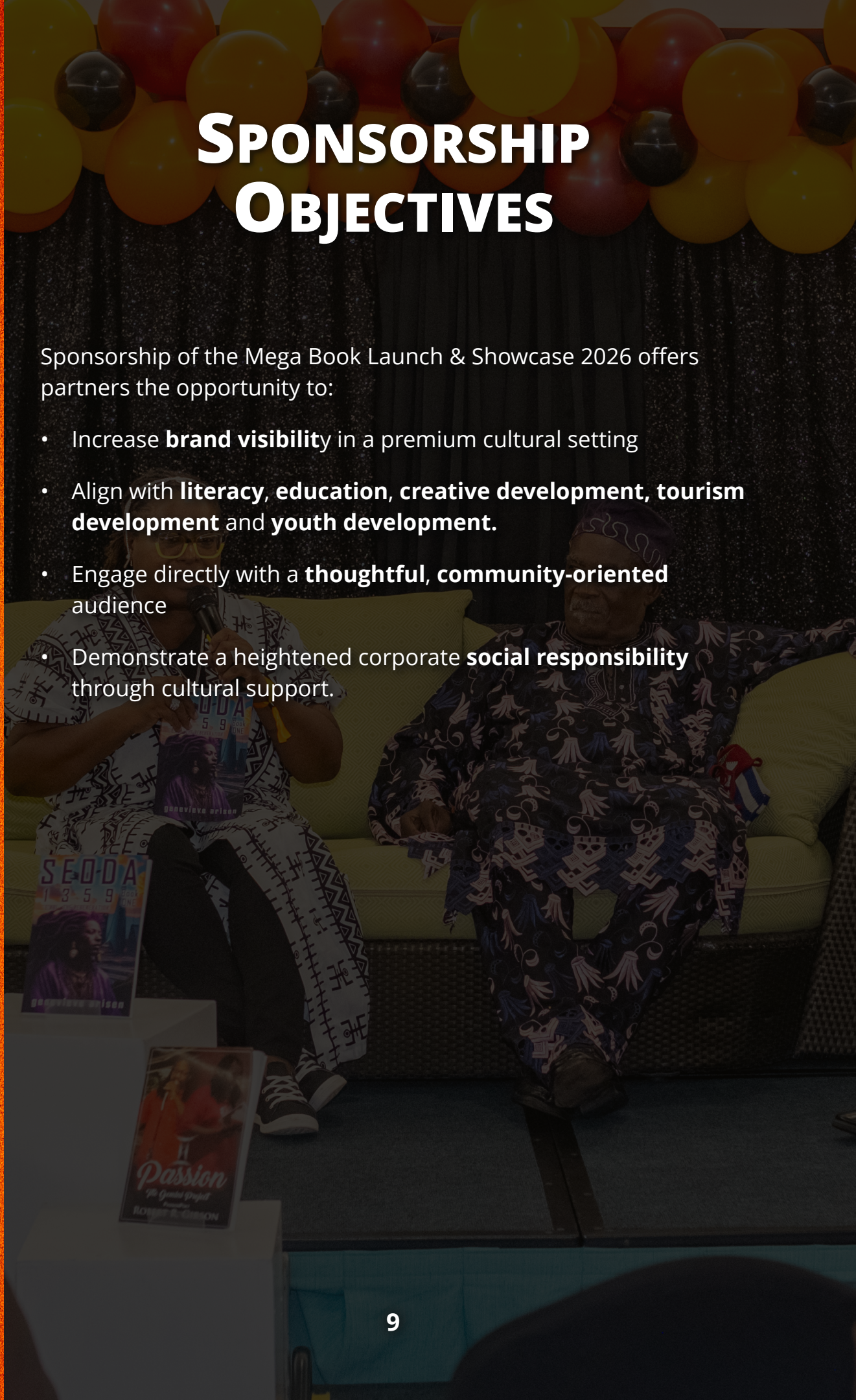
Attendees value education, culture, storytelling, and national pride, making this an ideal platform for sponsors aligned with literacy, youth development, heritage, and community engagement.

Sponsors aligned with tourism can benefit as well, as the event has the potential to reach Barbadians in the wider diaspora, as well as introduce readers abroad to Barbados itself through a plethora of new Barbadian authors. In fact, there was a definite push towards regional integration in 2024, with the inclusion of books from regional and international PWES clients from Jamaica and Germany. We aim to intensify this effort in 2026.

# SPONSORSHIP OBJECTIVES

Sponsorship of the Mega Book Launch & Showcase 2026 offers partners the opportunity to:

- Increase **brand visibility** in a premium cultural setting
- Align with **literacy, education, creative development, tourism development and youth development.**
- Engage directly with a **thoughtful, community-oriented** audience
- Demonstrate a heightened corporate **social responsibility** through cultural support.



# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## CHILDREN'S CORNER

Presented by [Sponsor Name]

Investment: \$5,500 (Monetary or High-Value In-Kind)

Availability: One exclusive sponsor

**Positioning:** The Children's Corner Sponsor is positioned as the lead champion of youth literacy and early learning, supporting children and families in a meaningful, visible way.

**Sponsor Benefits:** -

- **Exclusive title rights: "Children's Corner presented by [Sponsor Name]"**
- **Prominent logo placement on all Children's Corner signage**
- **Brand mention in weekly promotional reels (August–November)**
- **Logo inclusion in promotional materials referencing the Children's Corner**
- **Verbal recognition during opening remarks**
- **Opportunity to include branded children's giveaways (subject to approval)**
- **On-site brand presence within the Children's Corner area**
- **Recognition in post-event thank-you social media content**

**Ideal For:** Educational institutions, banks, CSR-focused organisations, publishers, child-focused brands, foundations, and NGOs.

## **CARIBBEAN STORY EXCHANGE**

Presented by [Sponsor Name]

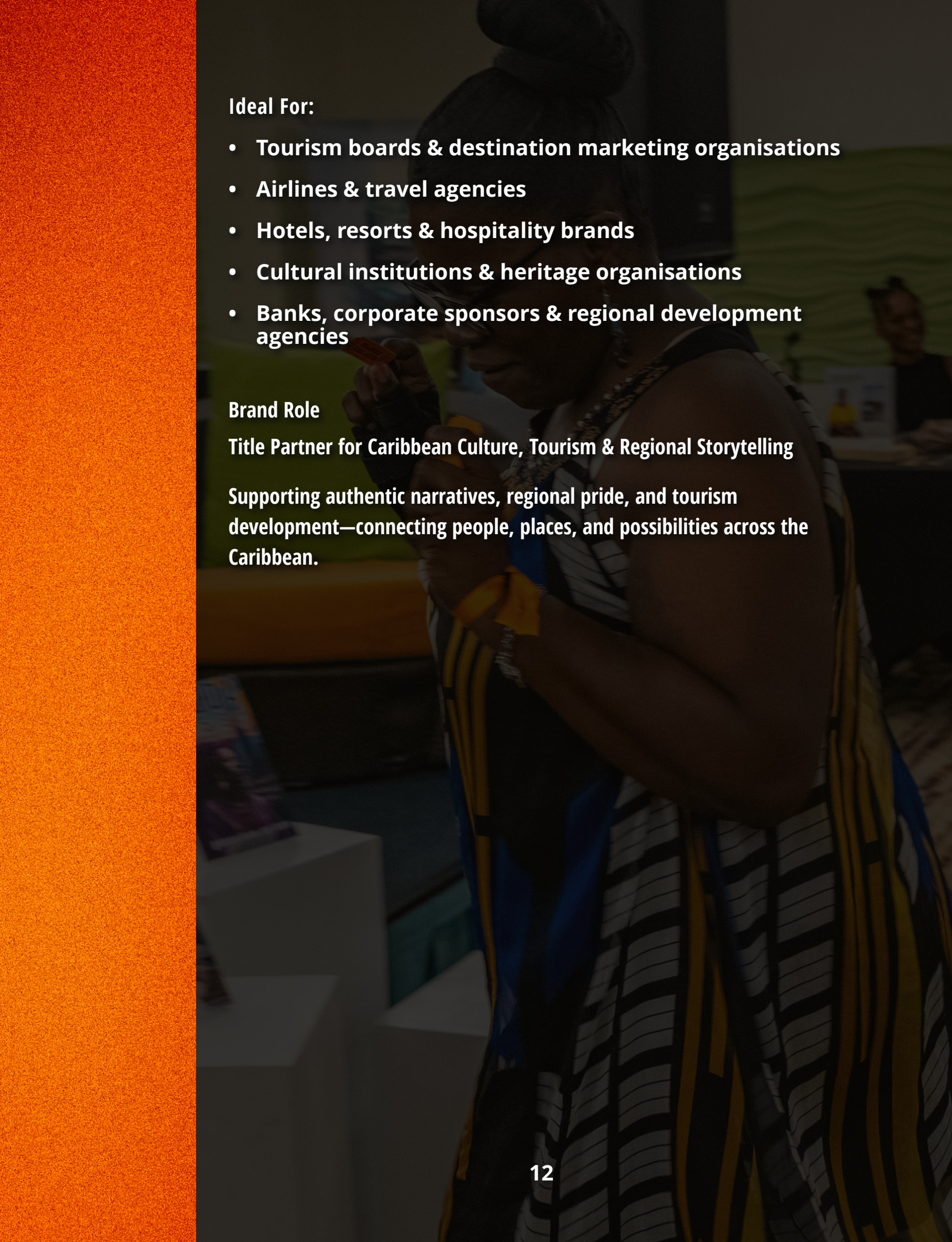
**Investment: \$5,500 (Monetary or High-Value In-Kind)**

**Availability:** One exclusive sponsor

**Positioning:** The Caribbean Story Exchange Sponsor is positioned as the lead champion of Caribbean culture, tourism, and regional storytelling, creating a dedicated space where heritage, travel, and shared narratives connect communities and inspire exploration across the region.

**Sponsor Benefits: -**

- **Exclusive title rights: "Caribbean Story Exchange presented by [Sponsor Name]"**
- **Prominent logo placement on all Caribbean Story Exchange signage**
- **Brand mention in weekly promotional reels (August–November) specific to the Caribbean Story Exchange**
- **Logo inclusion in promotional materials referencing the Caribbean Story Exchange**
- **Verbal recognition during opening remarks as the official Caribbean Story Exchange Sponsor**
- **Opportunity to feature branded materials, cultural displays, or immersive experiences (subject to approval)**
- **On-site brand presence within the Caribbean Story Exchange area**
- **Recognition in post-event thank-you social media content**



**Ideal For:**

- **Tourism boards & destination marketing organisations**
- **Airlines & travel agencies**
- **Hotels, resorts & hospitality brands**
- **Cultural institutions & heritage organisations**
- **Banks, corporate sponsors & regional development agencies**

**Brand Role**

**Title Partner for Caribbean Culture, Tourism & Regional Storytelling**

**Supporting authentic narratives, regional pride, and tourism development—connecting people, places, and possibilities across the Caribbean.**

# SPONSORSHIP OPPORTUNITIES & LEVELS

To make sponsorship options easy to evaluate, below is a clear, side-by-side comparison of benefits.

FEATURE / BENEFIT	GOLD SPONSOR	SILVER SPONSOR	BRONZE / COMMUNITY SPONSOR
Investment Range	\$3,500	\$2,500	\$1,000 (Cash or In-Kind)
Brand Positioning	Lead Cultural Partner	Supporting Cultural Partner	Community Supporter
Logo on Promotional Reels (Aug–Nov)	Priority placement	Standard placement	Group placement
Weekly Promotional Reels	✓ Featured	✓ Included	✓ Group inclusion
Instagram Reel Collaboration	✓ Minimum 1	✗	✗
Brand Tag in Captions	✓ Dedicated	✓ Group	✗ Name mention only
Logo on Print Materials	✓ Prominent	✓ Standard	✗ Digital only
On-Stage Verbal Recognition	✓ Multiple mentions	✓ Opening remarks	✓ Group acknowledgement
Event Signage	Stage backdrop & screens	Shared sponsor signage	Group listing
Giveaway / Insert Opportunity	✓ Yes	✗	✗
Complimentary Book Basket Tickets	4	2	0
Post-Event Social Media Recognition	✓ Dedicated	✓ Group	✓ Group
First Right of Future Sponsorship	✓ Yes	✗	✗

## **GOLD SPONSOR (\$3,500.00)**

**VISIBILITY LEVEL: HIGH-IMPACT, PRIORITY PLACEMENT**

**BRAND ROLE: LEAD CULTURAL PARTNER CHAMPIONING LITERACY, STORYTELLING, AND BARBADOS' 60TH INDEPENDENCE CELEBRATION**

### **BENEFITS INCLUDE:**

- **Priority logo placement** on **all promotional materials** (digital & print)
- **Featured placement** in **weekly promotional reels** (August–November)
- **Priority logo placement** on the **PWES Podcast**
- **Brand mention/tag** in **reel captions** and **selected story posts**
- Opportunity to **collaborate on at least one Instagram reel**
- **Verbal recognition** during **opening remarks** and **panel discussions**
- **Logo placement** on **event signage** and **on-day screens**
- Recognition in **post-event social media recap**
- Opportunity to **include branded inserts** or **giveaways** in Book Baskets
- **First right of consideration** for future **Gold sponsorships**
- **4 complimentary Book Basket tickets**

## **SILVER SPONSOR (\$2,500.00)**

**VISIBILITY LEVEL: MODERATE TO HIGH, SHARED PLACEMENT**

**BRAND ROLE: SUPPORTING CULTURAL PARTNER ADVANCING LITERACY, CREATIVITY, AND NATIONAL PRIDE**

### **BENEFITS INCLUDE:**

- **Logo placement** on **select promotional materials**
- Inclusion in **weekly promotional reels** (August–November)
- **Brand tag** in **group sponsor posts**

- **Verbal recognition** during **opening remarks**
- **Logo placement** on **shared sponsor signage**
- Recognition in **post-event social media recap**
- Opportunity to provide **aligned in-kind support**
- **2 complimentary Book Basket tickets**

 **BRONZE / COMMUNITY SPONSOR**  
**(\$1,000 | MONETARY OR IN-KIND)**

**VISIBILITY LEVEL:** SUPPORTIVE, COLLECTIVE EXPOSURE

**BRAND ROLE:** PROUD SUPPORTER OF LITERACY, CULTURE, AND BARBADOS' 60TH INDEPENDENCE

**BENEFITS INCLUDE:**

- **Group logo/name inclusion** in **weekly promotional reels** (August–November)
- Recognition on the **PWES Podcast**
- **Verbal recognition** as a group during **opening remarks**
- **Listing in post-event thank-you social media content**

# CALL TO ACTION

We invite your organisation to partner with Passionate Words Editing Services for the **Mega Book Launch & Showcase 2026** while also joining the entire island in honouring Barbados' 60 years of independence.

Your sponsorship will directly support Caribbean authors, providing them a platform for them to directly influence and encourage reading and literacy by providing books of all genres, with specific influence given to the children of the region. It will also assist Passionate Words in providing a celebration of culture rooted in identity and storytelling.

We welcome the opportunity to discuss sponsorship options and tailor a package aligned with your goals.

## Contact Information

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**Scan Me!**