



The Accommodation

SPONSORSHIP OPPORTUNITIES

COMMUNITY PARTNERS:



WHY:

Dallas sits at yet another crossroads as we look ahead to what our future will be: will the divides of our past—racial, socioeconomic, political—continue to define us and our future? Or can we come together and forge a better city for all?

The re-release of Jim Schutze's *The Accommodation*—which the *Dallas Morning News* has called 'essential reading to understand Dallas'—presents a unique opportunity to spark, inspire, and facilitate needed citywide discussion about racism and politics in Dallas' history and how it impacts who we are today. The timing could not be more critical; as many residents and leaders grapple with the racial reckoning of this past year and the need to better understand the history and dynamics that created our existing societal challenges. As corporations and civic organizations alike analyze their efforts in creating more equitable workspaces and communities—*The Accommodation* and the conversations surrounding it force us to examine our own beloved city, and we hope will help us avoid the mistakes of our past, creating a brighter future.

The goal for this project is to present *The Accommodation* as a tool to facilitate conversations about ongoing and present-day racism and structural inequality, especially between Dallas' Black and non-Black residents. More

importantly, we hope this program will serve as a launching point to envision a more equitable future for all communities in Dallas.

HOW:

Organized by volunteers from the Dallas Public Library, Deep Vellum Books, D Magazine Partners, and Communities Foundation of Texas, and made possible by your support, Big D Reads 2022 will facilitate a citywide reading, discussion, and engagement of *The Accommodation* throughout '22. Big D Reads will fund a 25,000 paperback print run of the book, to be available for free in September 2022 for the citywide read.

WHAT:

Big D Reads '22 will model its programming after successful citywide initiatives in 2013–2015, wherein key community partners helped distribute and facilitate book discussions in addition to the organizing committee planning a range of free community events, discussions, and public gatherings around the chosen book.



JOIN US.

This effort will only be possible through generous support of leaders and organizations like yours. To secure one of the funding opportunities, please contact Rachel Gill at rachel@dmagazine.com.

EXCLUSIVE PRESENTING SPONSOR | \$75,000 SOLD: AMAZON

PLATINUM SPONSOR \$50,000 - 4 AVAILABLE	GOLD SPONSOR \$25,000	SILVER SPONSOR \$15,000	BRONZE SPONSOR \$5,000
<p>All Gold Sponsor benefits plus:</p> <ol style="list-style-type: none"> 1. Co-branding rights to one quarterly event (presented by “company name”) 2. Speaking role at the event 3. Promotional items/takeaways opportunity at the event 	<ol style="list-style-type: none"> 1. Gold sponsor logo inclusion within Big D Reads paperback version of <i>The Accommodation</i> 2. Gold sponsor logo inclusion on: <ul style="list-style-type: none"> • Big D Reads Campaign website • Event Invitations • Email Announcements • Relevant Social and Digital Media promotions • Study kits and book club packages • Promotion material regarding '22 event series and September '22 official events and programming 3. 75 paperback copies of <i>The Accommodation</i> 4. Logo inclusion on all official event signage and in remarks by Big D Reads organizing committee 5. Priority invitations for Sponsors' team and guests for events throughout '22 (amount determined per event) 6. Inclusion in sponsor thank you ad in <i>D Magazine</i>, Fall of 2022. 	<ol style="list-style-type: none"> 1. Silver sponsor logo inclusion within Big D Reads paperback version of <i>The Accommodation</i> 2. Silver sponsor name inclusion on: <ul style="list-style-type: none"> • Big D Reads Campaign website • Event Invitations • Email Announcements • Relevant Social and Digital Media promotions • Study kits and book club packages • Promotion material regarding '22 event series and September '22 official events and programming 3. 25 copies of <i>The Accommodation</i> 4. Name inclusion on all official event signage and in remarks by Big D Reads organizing committee 5. Priority invitations for Sponsors' team and guests for events throughout '22 (amount determined per event) 6. Inclusion in sponsor thank you ad in <i>D Magazine</i>, Fall of 2022. 	<ol style="list-style-type: none"> 1. Bronze sponsor name recognition within Big D Reads paperback version of <i>The Accommodation</i> 2. Bronze sponsor name inclusion on: <ul style="list-style-type: none"> • Big D Reads Campaign website • Event Invitations • Email Announcements • Relevant Social and Digital Media promotions • Study kits and book club packages • Promotion material regarding '22 event series and September '22 official events and programming 3. 10 copies of <i>The Accommodation</i> 4. Name inclusion on all official event signage and in remarks by Big D Reads organizing committee 5. Inclusion in sponsor thank you ad in <i>D Magazine</i>, Fall of 2022.

BOOK CLUB SPONSOR \$2,500

1. Book Club Sponsor name inclusion on:
 - Big D Reads Campaign website
 - Study kits and book club packages
 - Relevant material regarding '22 event series and September '22 official events and programming
2. 5 copies of *The Accommodation*

Note: Additional book copies are available to purchase between now and May 2022 at a Big D Reads discounted rate.