



The Creepy  
Book Club

The Creepy Book Club

# The Creepy Retreat

*sponsorship proposal 2026*

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Website

[www.thecreepybookclub.com](http://www.thecreepybookclub.com)

Event Dates

February 19th - 22nd, 2026

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*the creepy retreat 2026*





# ABOUT US

In 2021, we launched **The Creepy Book Club** with a simple goal: to bring together thriller book lovers. Little did we know, we were tapping into a passionate community eager to connect with others who share their love for gripping stories. Today, that vision has flourished into a thriving, engaged community of over 1.6 million followers across our social media platforms.

Each month, we curate a handpicked thriller book for our members, delivering it right to their doorsteps. To deepen the connection, we host virtual discussions with authors and members at the end of each month. The success of these chats led to the creation of our bi-weekly podcast, *Books With Your Besties*, which is available on Apple, Spotify, Amazon Music, Buzzsprout, and Patreon.

Recognizing the desire for more meaningful in-person connections, we launched an annual retreat where our community members travel from all over the country to meet their fellow book lovers and authors in person. One thing is for certain, books can truly bind.



Love, Ash + Em



# SOCIAL PRESENCE

**The Creepy Book Club** (@thecreepybookclub) and **Ashley DeSanno** (@lotsamiles) together boast an impressive 1.6 million followers across Facebook, TikTok, and Instagram, creating an engaged community of book lovers. It's not just the sheer number of followers that sets them apart—it's the genuine engagement they foster.

Their audience actively participates by liking, swiping, and commenting, ensuring they stay in-the-know about the latest book releases, product recommendations, and exciting events. This deep level of engagement translates into real influence, with followers frequently acting on recommendations, purchasing books, and sharing their own thoughts and experiences.



## 30 DAY STATS

1.6M



Followers

21M



Views

18K



Link Taps



# ABOUT EVENT

The Creepy Retreat is an unforgettable weekend getaway that is your a chance to dive deep into your latest book obsession, connect with bestselling authors from the *New York Times* and *USA TODAY*, and engage in meaningful conversations with fellow book enthusiasts.

Past retreats have been graced by incredible authors like **Lucinda Berry**, **Heather Gudenkauf**, **Jeneva Rose**, **Stacy Willingham**, and **Kaira Rouda**, offering attendees exclusive insights and stories from the minds behind their favorite thrillers. With 90% of attendees returning year after year, this event is more than just a retreat—it's a family.

## ACTIVITIES

- Meet + Greet Reception
- Author Signings
- Author Panels
- Live Podcast
- Social Activities
- Book Shop
- Author Expo\* *new to 2026*

FEB 19-22, 2026  
*Scottsdale, AZ*

This year, we're expecting  
**500 passionate readers** eager  
to discover their next page-  
turner and forge lasting  
friendships with fellow book  
lovers.



# AUTHOR EXPO

From polling attendees in 2025, they WANT to meet more authors, and so do we! The Author Expo is a great opportunity to get your book in front of eager readers. We will have 2 days of opportunities for you to meet readers outside of agenda event times.



\$500

## AUTHOR EXPO INCLUDES:

- (1) 6ft table and (1) chair
- (1) Black linen
- Space for 33in x 79in pop-up banner (author provided)
- You are welcome to sell/sign copies of books at your table



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## PLAN AHEAD:

- Secure power or internet with onsite AV team in advance.
- Ship materials to hotel no more than 3 days in advance.
- If you'd like to attend social event functions, register and purchase an Author Expo Ticket at \$199.



\$25,000

# PLATINUM SPONSOR

- Three mentions on *Books With Your Besties* podcast.
- Three stories on your choice of social media accounts (@lotsamiles or @creepybookclub).
- Two event tickets for networking valued at \$640 total.
- Exclusive logo signage at one hosted event.
- Logo on book club tote bag distributed to all attendees.
- QR on printed marketing materials (non-exclusive signage, agenda, welcome letter) linking to website feature.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.

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\$20,000

# PREMIER SPONSOR

- Two mentions on *Books With Your Besties* podcast.
- Two stories on social media account (@creepybookclub).
- One event ticket for networking valued at \$320 total.
- Logo item included in welcome bag on choice of:
  - Travel book light
  - Leather book page mark
  - Mini sticky notebook for annotations
- QR on printed marketing materials (non-exclusive signage, agenda, welcome letter) linking to website feature.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.



\$ 15,000

# ELITE SPONSOR

- One mention on *Books with Your Besties* podcast.
- One story on social media account (@creepybookclub).
- One event ticket for networking valued at \$320 total.
- Logo item included in welcome bag on choice of:
  - Sunglasses/reading glasses case
  - Sleep eye mask
  - Accessories pouch
- QR on printed marketing materials (non-exclusive signage, agenda, welcome letter) linking to website feature.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.





\$ 10,000

# EXPO SPONSOR

- One event ticket for networking valued at \$299 total.
- Premier table placement for author at expo.
- Exclusive logo signage on one of three days of expo.
- Hosted light refreshments on one of three days of expo with logo napkins.
- QR on printed marketing materials (non-exclusive signage, agenda, welcome letter) linking to website feature.
- Agenda recognition on one of three days of expo.
- Website feature with tiered sponsorship ranking.
- Option to include (1) piece of printed marketing material in welcome bags no larger than 4 x 6 inches.

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\$7,500

# PARTNER SPONSOR

- One mention on *Books with Your Besties* podcast.
- One story on social media account (@creepybookclub).
- Logo item included in welcome bag on choice of:
  - Chapstick
  - Mints
  - Hand Sanitizer
  - Pen
- QR on printed marketing materials (non-exclusive signage, agenda, welcome letter) linking to website feature.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.



\$3,500

# ASSOCIATE SPONSOR

- QR on printed marketing materials (non-exclusive signage, agenda, welcome letter) linking to website feature.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.
- Option to include (1) piece of printed marketing material in welcome bags no larger than 4 x 6 inches.





# SOCIAL SPONSORS

\$ 10,000

## GAME SHOW SPONSOR

- Exclusive signage for author game show activity.
- Sponsor logo on digital screen during game show program.
- Sponsor recognition announced during program.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.

\$ 10,000

## AUTHOR PANEL SPONSOR

- Exclusive signage for author panel.
- Sponsor logo on digital screen during program.
- Sponsor recognition announced during program.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.





# SOCIAL SPONSORS

\$5,000

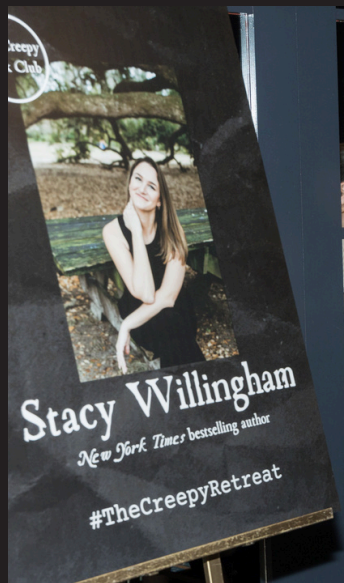
## AUTHOR HOSPITALITY

- Exclusive signage in author hospitality suite throughout event.
- Hosted refreshments and snacks stocked in hospitality suite with sponsor recognition.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.

\$5,000

## INSTAGRAMMABLE PHOTO MOMENT

- Company logo included in photo backdrop for attendees to take their picture in front of and share socially.
- Website feature with tiered sponsorship ranking.
- Sponsor email promotion to ticket holders pre and post event.



# THE CREEPY RETREAT

*Scottsdale, AZ 2026*

Thank you for your support of The Creepy Book Club and our work connecting readers and authors who share a love of thrill, connection, and friendship at our retreat **February 19 - 22, 2026**. Please complete the form and return to [info@thecreepybookclub.com](mailto:info@thecreepybookclub.com) as soon as possible.

## SPONSORSHIP SELECTION:

- |                                       |          |  |          |
|---------------------------------------|----------|--|----------|
| <input type="radio"/> <b>PLATINUM</b> | \$25,000 | <input type="radio"/> <b>GAME SHOW</b>   | \$10,000 |
| <input type="radio"/> <b>PREMIER</b>  | \$20,000 | <input type="radio"/> <b>PARTNER</b>     | \$7,500  |
| <input type="radio"/> <b>ELITE</b>    | \$15,000 | <input type="radio"/> <b>PHOTO</b>       | \$5,000  |
| <input type="radio"/> <b>EXPO</b>     | \$10,000 | <input type="radio"/> <b>HOSPITALITY</b> | \$5,000  |
| <input type="radio"/> <b>PANEL</b>    | \$10,000 | <input type="radio"/> <b>ASSOCIATE</b>   | \$3,500  |

## SPONSOR INFORMATION:

Company:  Contact:   
Title:  Email:   
Phone:  Address:   
City:  State:  Zip Code:   
Signature:

## SPONSOR CHECKLIST:

- |   |   |
|---|---|
| <input type="radio"/> Email agreement     | <input type="radio"/> Provide payment           |
| <input type="radio"/> Email .png logo     | <input type="radio"/> Email company boilerplate |
| <input type="radio"/> Register attendees* | <input type="radio"/> Note swag bag inclusion*  |

\*If applicable with your sponsorship package. The Creepy Book Club will confirm receipt of sponsorship agreement and send you an invoice for payment to secure your selection. Sponsorship opportunities are limited and will only be confirmed with payment receipt.

# THE CREEPY RETREAT

*Scottsdale, AZ 2026*

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## AUTHOR EXPO:

☐ **TABLETOP EXHIBITOR** \$500

Your tabletop exhibitor agreement includes (1) 6ft table, (1) black linen, (1) chair, space for standard size 33in x 79in pop-up banner (author provided) for Expo on 2/19 - 2/21. If you want to attend social functions you need to register and purchase \$199 Author Expo Ticket.

## AUTHOR INFORMATION:

Publisher:  Author:   
Book:  Email:   
Phone:  Address:   
City:  State:  Zip Code:   
Signature:

## AUTHOR CHECKLIST:

- ☐ Email agreement
- ☐ Provide payment
- ☐ Register and purchase Author Expo Ticket
- ☐ Secure internet/power with Encore AV  
<https://eventnow.encoreglobal.com/landingpage/newexhibit/index/>  
Search: The Creepy Retreat 2026
- ☐ Send materials to hotel addressed to your name c/o Creepy Book Club. They cannot arrive more than 3 days in advance. Shipping charges \$20 in/out for 50lb box. Confirm shipping charges with hotel.

The Creepy Book Club will confirm receipt of Expo Agreement and send you an invoice for payment to secure your spot. Author Expo opportunities are limited to 28 authors.