A NEW INTERACTIVE SPEAKER SERIES FOR LIT WOMEN

SPONSOR KIT
REGIONAL EVENTS WITH NATIONAL REACH

FEATURING THE MOST SOUGHT AFTER LEADING FEMALE AUTHORS

From the renowned Bay Area Book Festival and Inflection Point with Lauren Schiller, a podcast and broadcast about how women rise up

The first and only event series to bring leading female authors together with the Bay Area’s most informed and affluent women to stunning venues throughout the region

All six live shows will then air on Inflection Point and be promoted to all our followers—before and after each event

ALIGN
your brand with world-changing ideas and movements

ACCESS
today’s prominent authors, commentators and Bay Area women

ACTIVATE
an affluent, educated, influential audience eager to share
AN AFFLUENT INFLUENTIAL AUDIENCE

75% Women
70% 18-54

HHI: $95,000 +

Educated: 89% BA
53% MA, PhD

Active in their communities

Highly influential with their networks
LIVE EVENTS

YEAR-ROUND

STUNNING BAY AREA VENUES

PODCAST & BROADCAST

OCTOBER 10TH, 2018
REBECCA TRAISTER

DECEMBER 13TH, 2018
KHALIDA BROHI

FEBRUARY 21ST, 2019
GLORIA STEINEM

SPRING SERIES 2019 IN PROGRESS
WOMEN LIT BY THE NUMBERS

SIX LIVE EVENTS

NATIONAL PODCAST + 12 RADIO MARKETS

25K FESTIVAL ATTENDEES

FESTIVAL DIGITAL + PRINT REACHES MILLIONS
ACCESS THE WOMEN SHAPING THE FUTURE
- PROMOTIONAL ASSETS

At The Event
Your brand will appear on signage, through activations at each event and at exclusive, high touch pre-parties

Digital and Direct
Website, email, and social engagement with Bay Area Book Festival and Inflection Point followers leading up to and after the event

Broadcast & Podcast
Inflection Point podcast promo ads leading up to the event
Sponsor message within national broadcast and podcast of the event

Swag Bag
Your goodies in our guests’ hands

Hospitality
Tickets to the event

Festival Presence
Two of six events take place at annual Festival in May with 25,000 people
Inclusion in SF Chronicle guide
We gave every audience member a card beautifully designed by SF letterpress greeting card company Hello!Lucky, to write a message of wisdom from the evening.

The cards were then shuffled, and each participant received another’s message in the mail after the event. Here’s a small sampling of some of our favorites — wisdom from our beloved community!
EO provided products to all of our guests in the lobby, and special gift bags were provided to our VIPs at a pre-event reception.
PREVIOUS & CURRENT SPONSORS INCLUDE

EO PRODUCTS
ANDY STEVES’ EUROPE
three twins ice cream™
BELCAMPO MEAT CO.
San Francisco Chronicle
California College of the Arts
Lucky
Berkeley Rep
Farmgirl FLOWERS™
Visit Berkeley
WOMEN UNLIMITED, INC.
MENTORING EDUCATION NETWORKING
PREVIOUS GUESTS

Alice Waters Rebecca Solnit Roxane Gay Judy Blume Barbara Boxer Mona Eltahawy Alicia Garza Leilani Slimani Maxine Hong Kingston Masha Gessen Belva Davis Sabaa Tahir Joyce Maynard Lindy West Arlie Hochschild Rachel Kushner Joyce Carol Oates Peggy Orenstein Geneen Roth Katherine Applegate Barbara Ehrenreich Viv Albertine Gloria Steinem Annie Leibovitz Betty Reid Soskin Cheryl Contee Sarah Silverman Ijeoma Oluo
CUSTOM PACKAGES AVAILABLE

LET'S TALK:

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