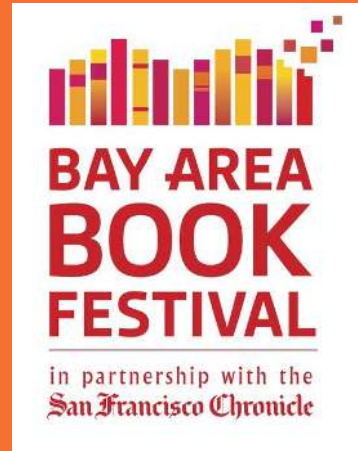




A NEW
INTERACTIVE
SPEAKER SERIES
FOR LIT WOMEN

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**

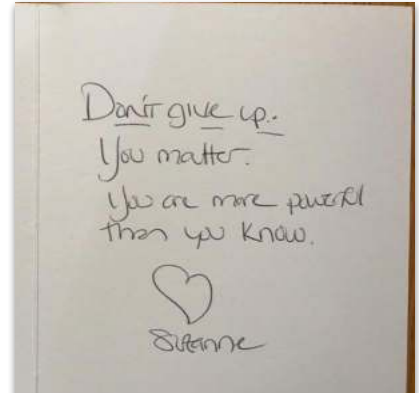
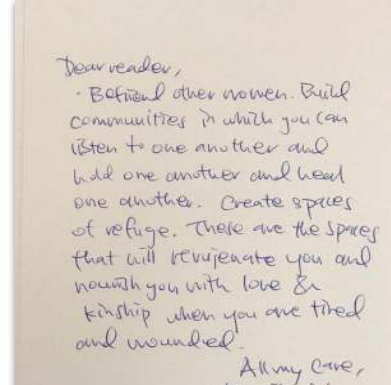
Inclusion in SF Chronicle guide

ON SITE SPONSOR ACTIVATION example

Hello! Lucky

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!



SPONSOR ACTIVATION

example



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



ANDY STEVES'
EUROPE



**San Francisco
Chronicle**



Hello!
Lucky



MOON
TRAVEL GUIDES

SONIC.
INTERNET + PHONE

Farmgirl
FLOWERS™



WOMEN
UNLIMITED, INC.

MENTORING
EDUCATION
NETWORKING

PREVIOUS GUESTS

Alice Waters Rebecca
Solnit Roxane Gay Judy
Blume Barbara Boxer
Mona Eltahawy Alicia
Garza Leila 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
Oluko



CUSTOM PACKAGES AVAILABLE

LET'S TALK:

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510-798-6005

cherilyn@baybookfest.org

310-435-5365

