A NEW INTERACTIVE SPEAKER SERIES FOR LIT WOMEN

SPONSOR KIT
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!
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

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 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 Oluo
CUSTOM PACKAGES AVAILABLE

LET’S TALK:

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