SPONSORSHIP OPPORTUNITIES

One of the nation’s premier literary festivals — the perfect promotional platform

MAY 2 & 3
2020

Downtown Berkeley

Sponsor@BayBookFest.org | BayBookFest.org
BRAND BUILDER

Many ways to reach your target audiences

MANY TOUCHPOINTS TO PROMOTE YOUR BRAND

250 Events with Top Authors
Videos, Podcasts, SF Chronicle Guide
Free Outdoor Fair with 200+ Exhibitors
Bay Area’s Best Family Fun Zone

Reach
25,000
Festival Goers

WOMEN > 75% of attendees are female
EDUCATED > 89% have Bachelor’s, 53% Master’s+
AFFLUENT > Avg. income is $100k; 24% over $150k
ALL AGES > College students to parents to older adults

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GET INVOLVED

Four ways: author events, outdoor fair, gala & guide

We offer **four core opportunities** to reach Festival audiences. Select a sponsorship package that meets your unique needs or talk to us about custom opportunities to activate your brand.

Author Events | Outdoor Fair | Festival Gala | SF Chronicle Guide

1 | 2 | 3 | 4

“We sponsored a program that aligned with our business values, brought clients to it, and also were able to meet lots of community members—and writers—at the Gala. The festival has such a broad reach of topics, is affordable, and is a really wonderful community get-together. **It is a valuable and unusual sponsorship opportunity!**”

— S. Katherine Campbell, Partner, North Berkeley Investment Partners

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AUTHOR EVENTS
Authors are a special kind of celebrity

We bring in *New York Times* bestselling authors, winners of the major prizes (such as the Pulitzer and National Book Award), syndicated columnists, celebrities and politicians, mystery and crime writers, science fiction masters, business leaders, and Young Adult and children’s book legends.

**NAME A STAGE** and thus be associated with all author talks on it! Your name is all over our schedules and program guides!

Showcase your brand with a keynote, interview, or panel with prominent authors and a relevant topic. **WE PLAN IT ALL.**

**GIVE PRIORITY TICKETS** to “your” program(s) to your clients, customers, students, or top prospects.

1 AUTHOR EVENTS
LEADING AUTHORS

Sponsor specific author appearances at the Festival

PICK “YOUR” EVENT FROM 100s OF TOP AUTHORS LIKE...

Robert Reich
Catherine Coulter
Alice Waters

Pico Iyer
Tommy Orange
Dave Eggers
Ngugi wa Thiong’o

Viet Thanh Nguyen
Saru Jayaramen
Ismail Muhammad
Rebecca Solnit

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OUTDOOR FAIR
A free area for all ages to explore

MEET THOUSANDS OF CONSUMERS at our lively, high-quality outdoor fair with a 600-seat outdoor stage and tent; hundreds of booths featuring sponsors, literary exhibitors, and food trucks; and a Children’s Stage and busy children’s area with interactive play. The fair is centered in and around Martin Luther King Civic Center Park, near the Downtown Berkeley BART station, in downtown Berkeley. Opportunities for activation!

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The DAZZLING, ELEGANT, INVITATION-ONLY Author Reception and Gala is a remarkable opportunity to connect with 500 extraordinary guests: the Festival's authors, government officials, cultural and business leaders, philanthropists, and sponsors. And it's a fabulous perk to offer your best clients!

The 2020 Gala will be at Berkeley's stunning University Club with its 3-bridge view. All Gala sponsors have their logos on the invitation, signage, and event collateral if desired.

You’re thanked and introduced from the podium during a welcome.
SF CHRONICLE DELIVERS
Nor. Cal’s most-read newspaper is a major partner

ADVERTISING SPACE and SPONSOR RECOGNITION in our 32-page Program Guide inserted into the SF Chronicle’s full Sunday circulation, plus 10,000 copies distributed at the festival and at key lit-loving outlets in the Bay Area.
A sampling of 2019 press coverage:

- San Francisco Chronicle, May 6
- KQED, May 5
- KQED Forum, May 2
- Berkeleyside, May 2
- SFGate, May 2
- Berkeleyside, May 2
- KALW, May 2
- The Daily Californian, May 9
- East Bay Times, May 2
- SFWWeekly, April 1
- India Current, April 30
- Datebook, April 29
- 510families.com, April 29
- The Mercury News, April 26
- KQED’s The Do List, April 25
- Times-Herald, April 25
- KPFA, April 25
- Marin Independent Journal, April 6
- Berkeleyside, March 22

…and many more!

“It was perfect. Couldn't have been better. Thanks so much for giving me the opportunity.”
— Robert Reich, 2018

Strong Digital Presence
(April 4 - May 4, 2019; Festival held May 2-3)
Facebook impressions: 101,176
Twitter impressions: 38,200
BayBookFest.org: 39,668

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# SPONSORSHIP OVERVIEW

Options to maximize your impact *(custom packages available)*

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>Premier Stage $25k-$250k</th>
<th>Premier Program $20k - $50k</th>
<th>VIP Program $10k</th>
<th>VIP Exhibitor $10k</th>
<th>Festival Program $5k</th>
<th>Festival Exhibitor $5k</th>
<th>Gala Sponsor $5k - $30k</th>
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<td>10-60</td>
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PREMIER STAGE
Exclusive naming rights of a festival stage

PREMIER STAGE SPONSOR
$25,000-$250,000

Make a huge splash at the Festival with exclusive naming rights for one of our stages.

In addition to full branding of your stage, potential category exclusivity, and a VIP outdoor fair activation experience, your brand will receive strategic support from our dedicated marketing team. This includes press announcements, social and print campaigns, targeted email outreach, and other brand promotion opportunities.

Depending on your particular stage, we provide fully produced video and audio recordings of the sessions and include your sponsor message, logo, and link with each.

As a Premier Sponsor, you will also receive tickets to our exclusive Festival Gala and VIP Festival passes for your company and clients.

TWO FULL DAYS OF PROGRAMMING ON EACH STAGE

OUTDOOR STAGES

Outdoor Main Stage TAKEN!
(cap 600), $250,000

Outdoor Kids’ Stage & Storytelling Tent
(cap 200), $25,000

INDOOR STAGES

Indoor Main Stage at Freight & Salvage
(cap 550), $100,000

Hotel Shattuck Ballroom
(cap 250), $25,000

Brower Center/Goldman Theater
(cap 180), $25,000

Magnes Museum Theater
(cap 250), $25,000

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PREMIER PROGRAM SPONSOR
$20,000-$50,000

Highlight your brand by naming a category of programs featuring prominent authors and topics relevant to your business and clients. We give you an array of topic choices, line up the authors, and do all the production and publicity—and you get all the recognition plus branded content to share.

Tracks can encompass a variety of topics and genres. Talk with us about your interests.

In addition to your logo and giveaways at your program track and a 10’x30’ VIP outdoor activation tent, you will benefit from a robust marketing package that includes full-page color ads in all print programs, a Festival press release and email blast announcing the partnership, months of email and social media campaigns, press coverage by our media partners, and more.

Premier Program Sponsors also receive tickets to our exclusive Festival Gala and VIP Festival passes for your company and clients.

Premier Program Sponsorship Examples

**Women Lit**
Founded and largely led by women, the Festival has always featured an exceptional number of female authors and presented programs on topics of special interest for women. We’ve even created a special donor category of women supporting this work, plus a monthly newsletter focused on women’s voices and literary empowerment.

**Young Adult Lit**
YA is a massively influential and popular genre, and the umbrella term tends to obscure what’s below: intricate worlds, dynamic protagonists, moral quandaries, relatable strife, perpetual hope, and explorations of identity.
VIP FESTIVAL PACKAGES
Align with specific programming or activate at the fair

VIP FESTIVAL PROGRAM SPONSOR
$10,000 The most popular festival sponsorship!

Start a conversation with your customers and affiliate yourself with a popular author by sponsoring a literary program. You’ll collaborate with the Festival’s Director and key team to create a captivating program for your audience. Depending upon the nature of your brand, you may be able to introduce the session or take part in it. You’ll also be able to leave collateral on seats for each attendee.

In addition to exposure during the session, VIP Program Sponsors receive a 10’x10’ booth at the Outdoor Fair to interact with hundreds of Festival attendees. Our VIP marketing package includes 1/4 page ads in all print programs, dedicated email promotion for the program, and inclusion in Festival press releases, newsletters, and social media campaigns.

VIP FESTIVAL STOREFRONT SPONSOR
$10,000

Showcase your brand as a VIP exhibitor in our free Outdoor Fair. The streets surrounding Berkeley’s Civic Center park and Downtown Berkeley BART will be packed with booths sponsored by the Bay Area’s leading cultural organizations and socially-conscious businesses.

VIP Storefront Sponsors receive a 10’x30’ activation tent (3x larger than regular booth) plus heavy brand exposure via 1/4 page ads in all print programs, inclusion in Festival press releases, newsletters, social media campaigns, and product giveaways.

All VIP sponsors will receive tickets to our exclusive Festival Gala and VIP Festival passes for your company and clients.

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FESTIVAL PROGRAM SPONSOR

$5,000 (for nonprofits and small business)

As with the VIP Program Sponsorship, you’ll host a program on a topic you select from enticing options. Depending upon the nature of your brand, you may be able to introduce the program or take part in it. You’ll be able to leave collateral on seats for each attendee. You’ll also get social media promotion, plus tickets to our exclusive Festival Gala and VIP Festival passes for your company and clients.

FESTIVAL STOREFRONT SPONSOR

$5,000

Showcase your brand as an exhibitor in our free Outdoor Fair. The streets surrounding Berkeley’s Civic Center park will be packed with booths sponsored by the Bay Area’s leading cultural organizations and socially-conscious businesses. You’ll also enjoy tickets to our exclusive Festival Gala and VIP Festival passes for your company and clients, plus social media promotion.
FESTIVAL GALA SPONSOR $5,000-$30,000
The hottest literary ticket of the year in the Bay Area, the exclusive invitation-only Gala kicks off the festival with a bang. The event attracts 500 notable authors, business leaders, cultural and tech innovators, and philanthropists. It’s the perfect place for you to shine, network, and bring clients.

HOST SPONSOR ($30,000)
Invite 60 guests because you’re co-host of the party! You’ll share top billing in the invitation and in welcoming guests from the podium. You’re highlighted on a dedicated press release and via your products and signage at the event. Benefits below also included.

MAJOR SPONSOR ($10,000)
Invite 20 guests. Your logo and company name are prominent in invitation and Gala signage, and you’re thanked with a personal nod and promo from the podium. Your products appear at the event and in the VIP gift bags. Your logo appears in all Festival signage, in the Chronicle Print Program, and on our website. You’ll receive a booth at the Outdoor Fair plus promotion via social media, press releases, and our newsletter.

SPONSOR ($5,000)
Bring 10 guests. Your logo appears in invitation and Gala signage, you’re recognized from the podium, and your collateral is present at the Gala and in the VIP gift bags. As with all $5,000+ sponsors, your logo appears on signage, in the Chronicle Print Program, and on our website.

IN-KIND SPONSORSHIPS AVAILABLE FOR THE GALA
Please ask about in-kind sponsorships for media, travel, and beverage industries at the Gala!
CONTACT US

Our experienced festival producers are ready to help

MAY 2 & 3
2020

Samee Roberts
Managing Director
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