BAY AREA BOOK FESTIVAL
May 1 - 9, 2021 • baybookfest.org

Top Authors. 9 Days.

Important Conversations That Matter to Your Target Market.

Your Brand Front and Center.

Carol Edgarian
Internationally bestselling novelist and publishing powerhouse

Charles Yu
Novelist, screenwriter, and National Book Award Winner

Douglas Stuart
NYT bestseller and Booker Prize winner

Vendela Vida
Novelist, screenwriter, and co-founder of 826 Valencia

Nnedi Okorafor
Fantasy author with adaptations in production with HBO & George R.R. Martin
BABF presents well-produced, meaningful video conversations with top authors on a wide variety of compelling topics that matter to audiences you care about.

With powerful speakers and timely relevance, these virtual events garner tens of thousands of views worldwide. **Sponsors also reach 20,000 highly educated, socially conscious people on our lists—mostly in the Bay Area and expanding globally—who appreciate and trust us.**

We customize all sponsorships to help our partners capitalize on unique and inspiring opportunities. By partnering with BABF, you can elevate your brand and reach your most desirable markets in fresh, creative, and sophisticated ways.
Personalized Strategies that Drive Users straight to You!

Present your products or services to our high-demographic “inner circle” list (20,000 subscribers and growing fast) including through our twice-monthly newsletter (45% open rate) or e-blasts (60% open rate).

- Give your top clients or VIPs a truly special experience, no matter where they are: comped tickets to our most anticipated live events, and even the chance to see behind-the-scenes author action.

- Gain new customers or leads when we embed your URL in our online event promo and listings, social media posts, and newsletter features. We can entice with promo-code discounts or samples of your products, or incentivize new sign-ups to your online communications.

- Elevate your profile and share your story in a hand-crafted blog post on our website or a story in our newsletter. A profile of your CEO/founder that highlights their own book tastes; a post that tells your company's story; a testimonial for your products/services: we'll brainstorm with you!

- Local and global: A loyal base of tens of thousands of viewers in the Bay Area. With our virtual series, BABF #UNBOUND, that base is growing across the country and the globe: 78% from the US and 22% international!
Choose from our many virtual festival events featuring authors at the top of their fame and game. You can focus on a particular author, or a topic that aligns with the audience you want to reach.

Your brand linked with today's most respected creative visionaries and thought leaders, at a fraction of the cost of advertising at an in-person conference. You're showcased in our promo and publicity, acknowledged visually and verbally in the open and close of the virtual event, and associated with programming that excites and inspires.

What sorts of topics and authors?
- The intersection of technology and humanity (Nobel laureate Kazuo Ishiguro's take on literary dystopias and AI); climate change (Nathaniel Rich and Annalee Newitz, on the cutting edge of environmental and science writing); social justice (Michael Eric Dyson on the legacy of race in America); women's voices (bestselling and renowned book-club favorites like Yaa Gyasi and Carol Edgarian); and many more--the sky's the limit. We also have a series for young readers, featuring popular stars of kids' and young-adult lit.

- Just a few authors we've featured between 2015-2021: George Saunders, Rebecca Solnit, Anthony Doerr, Masha Gessen, Tayari Jones, Roxane Gay, W. Kamau Bell, Michael Pollan

"Thank you for bringing me out of myself and reminding me there are others out there...You provided me a measure of collective joy.”
— BABF viewer, 2020
Reach the audience YOU want!

• Entice viewers to your website with promo codes and customized perks, as Back to the Roots and MUD\WTR did with great success.

• Secure a guaranteed number of views, targeting consumers whose characteristics you deem most desirable, on an array of social media platforms.

• See your logo and tagline on the opening/closing slides and descriptions for the virtual event you're sponsoring, reinforcing viewers' association of your brand with top speakers of the day and topics they care about.

• Use promotional tools we create for you, such as social-media-friendly, shareable "teasers" that carry your logo.

MUD/WTR’s origin story? “We weren’t mad at coffee. Just disappointed.”

You’ll have no reason for disappointment (more like energized euphoria) when you sip this fungi-based, super-healthy brew, the coffee alternative that devotees refer to as “nature's Adderall” (minus the jitters. Or the prescription). In addition to lion's mane, chaga, reishi, and cordyceps, it’s full of powerhouse delicacies like turmeric and Masala Chai.

MUD/WTR’s site features original recipes (including how to turn your mushroom brew into a creamy latte or shake, or serve it bullet-proof style). They’ve also maximized the good vibes with a FREE slate of virtual Instagram Live workshops for breathwork and meditation. Said MUD/WTR's Kate Aureli, “We started doing the lives when shelter in place first was implemented. MUD takes mental health and self care very seriously, so for us it was a way to share tools that our founder, Shane, has used for years to help with managing the stresses of life.”

EXCLUSIVE TO “ENTANGLED LIFE” TICKET HOLDERS:
GET 10% OFF ANY MUD/WTR PURCHASE WITH THE CODE MUDWTR10
Your Brand: Widely Seen, Shared, Celebrated

• Enjoy social media promotion with your social handles embedded in our campaigns for your event.

• See authors and world-renowned literary institutions share your event.

• Benefit from promotion through our numerous partnerships: The Literary Hub; C-SPAN BookTV; San Francisco Chronicle, KQED, others plus 11 partner book festivals nationwide.

• See your event covered in local and national media, as promoted by our festival publicist.

Average Per-Month Digital Stats

Facebook:
10,000 followers
1,767,685 impressions (147,307 monthly average)

Twitter:
1,295,000 impressions
(107,916 monthly average)

Instagram:
404,806 impressions
(33,739 monthly average)

Youtube:
132,000 views;
25,000 hours watched

Website:
195,000 page views
(16,250 per month)
Bayer Pharmaceuticals wanted to show its concern for community and personal wellness.

We tailored a package of four compelling author conversations (on parenting, children’s literacy, elderhood, and stroke recovery) into a well-received “wellness” series. The authors were bestsellers and experts in their fields.

Bayer’s logo was featured in the videos and all program materials; Bayer was highlighted in press coverage and promoted heavily through our social media; and Bayer employees had special access to live program tapings of the programs.

“Going virtual with BABF allowed us to reach a global audience and engage our vast workforce in literary conversations worldwide.”

– Jennifer Cogley, Deputy Director of Community Relations, Bayer
California Institute of Integral Studies (CIIS) in San Francisco, a longtime supporter of the Festival, was delighted to join us in the virtual setting.

They elevated their profile via association with top writers, used the event to connect with their large student and alumni base, and incorporated the recorded event into their curriculums. Another perk: we featured a CIIS faculty member as the conversation's moderator. One of our most well-received, widely-viewed events!
Small sampling of sponsors, past and present
Additional Sponsorship Opportunity

Women Lit
BAY AREA BOOK FESTIVAL

Virtual events with internationally celebrated women authors such as Patti Smith, Gloria Steinem, Eve Ensler, Terry Tempest Williams, Ann Patchett, Amber Tamblyn, and Julia Cameron

• Passionate, engaged membership built on trust and community

• Monthly newsletter with 60% open rate: great promotion opportunity (series sponsor can have permanent presence, spotlight interview, etc.)
Bay Area Book Festival at a Glance

Instant Success: The nonprofit Bay Area Book Festival launched in spring 2015 with a two-day, in-person event in Downtown Berkeley that featured 300 top authors, attracted 25,000 people, and instantly established itself as one of the world’s leading literary festivals.

Top Caliber: Over six years of annual fests (including one year of virtual programming), we've featured more than 1,250 best-selling authors and speakers from all over the country and the globe, and thrilled approximately 125,000 attendees. Our authors have won nearly every major literary award in the world: Nobel (Kazuro Ishiguro), Booker Prize (George Saunders, Douglas Stuart), National Book Award (Nikky Finney, Charles Yu), and Pulitzer (Jericho Brown, Anthony Doerr, Viet Thanh Nguyen, T. Christian Miller, and many more).

Virtual Fest: In 2020, we had to cancel our in-person fest due to COVID-19 and pivoted immediately to a digital format, which offers extraordinary opportunities. Rebranded as BABF #UNBOUND and launched in May 2020, our virtual series has produced more than 80 events. #UNBOUND quickly reached tens of thousands, with viewership growing exponentially every day.
Get in Touch

Let us help build your brand!
We offer an obligation-free discussion of your needs and ways we can fulfill them.

Email sponsor@baybookfest.org

Or

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