

8th Annual

BAY AREA BOOK FESTIVAL

In partnership with
San Francisco Chronicle

May 7+8 | 2022

TOP AUTHORS • TIMELY CONVERSATIONS • YOUTH PROGRAMS



Sponsorship Opportunities



**“The
best fest
in the West”**
– Literary Hub



BAY AREA BOOK FESTIVAL

May 7+8, 2022 • baybookfest.org

Celebratory in-person return to downtown Berkeley!
200 authors spanning 100 events
Lively, free outdoor fair
25,000 book lovers eager to shop and learn

There has never been a better time to showcase your company, organization, products and services through the Bay Area Book Festival. We present more than one hundred **first-rate live and video conversations with top authors** on a wide variety of **compelling topics that matter to audiences you care about**. Activation through our free, lively outdoor fair directly connects your company or organization with **savvy, engaged book lovers eager to learn about new products and services** - both literary-related and general-consumer!

With powerful speakers and timely relevance, the heralded return of our in-person festival is expected to draw **25,000 attendees**, and our virtual events to **garner tens of thousands of views worldwide**. Sponsors also reach **20,000 savvy, socially conscious people on our lists** — mostly in the Bay Area and expanding globally — who appreciate and trust us.

Festival sponsors range from **local businesses and regional nonprofits to large corporations and local and national media**. Examples include Bayer, City of Berkeley, Chronicle Books, San Francisco Chronicle, Mother Jones, KQED, Literary Hub, Berkeleyside/Oaklandside, C-SPAN, Cal Humanities, Federated Indians of Graton Rancheria, Beneficial State Bank, Alibris, Berkeley Patients Group, Kikoko, Wareham Development, Zebra Pen, Zenni Optical, Collective Book Studio, UC Berkeley, San Francisco State University, and many others.



**“I always
spend more than
I plan to [at the
Festival], and
I never regret it.”**

- past festival attendee

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Our Audience is Your Audience:

A Motivated Audience of Lifelong Learners

Families, seniors, students, professionals. Eager & receptive to learning about products or services that expand their knowledge and improve their lives.

- 25K people in attendance - 80% from the Bay Area
- 70% come to the festival to shop
- 84% female-identifying
- 40% report “feeling more positively inclined” toward brands that sponsor the festival

Extensive Digital Reach

- 22K+ email list with a 60% open rate
- 150K+ impressions monthly on Facebook
- 195K+ total webpage views, with 17K+ per month
- 200K+ views for virtual programming by national and international audiences
- 18K+ social media followers across 3 platforms





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What We Offer:

Branding/Activation Opportunities:

- Stage sponsorship and naming/branding
- Sponsorship of keynote address and/or author panel
- Activation area/exhibitor booth in free outdoor fair to promote your products and services
- Sponsorship of Author's Gala
- Product placement in Gala and/or Author swag bags
- Women Lit: sponsor an event in our year-round speakers' series featuring notable female-identifying authors (past speakers: Gloria Steinem, Tayari Jones, and V: formerly Eve Ensler)

Marketing Exposure:

- Logo recognition - festival website, program guide, onsite signage
- Dedicated E-blasts and newsletter promotions (22K+ reach with 60% open rate)
- Advertising space in the festival's printed program guide, published in the *San Francisco Chronicle* and distributed to 750K subscribers
- Mention in festival press releases
- Social media promotion

Spotlight Initiatives: A Focus on Diversity

Ask about our new initiatives to expand the festival's commitment to writers traditionally underrepresented in mainstream publishing. Sponsor a fund to support BIPOC/LGBTQIA+ writers' travel to the fest; to bring writers from a wider range of countries; and more. A powerful way to show your support - and connect with audiences that share these values.





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Who We Are:

Now in its eighth year, the [Bay Area Book Festival](http://BayAreaBookFestival), draws 25,000+ book lovers to the heart of downtown Berkeley, with 15 venues featuring 200 authors from across the nation, the world, and our own renowned Bay Area literary community. We attract media sponsors and publicity from a host of local, regional, national and international media including **Mother Jones**, **The Oprah Magazine**, **Washington Post**, **San Francisco Chronicle**, **KQED (NPR member radio station based in San Francisco)**, **LA Review of Books**, **C-SPAN**, **Berkeleyside**, and others.

We are proud to be the West Coast's premier, forward-thinking touchstone for national and international literary culture, and to curate dynamic, culturally relevant conversations audiences are clamoring for.





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2022 Speakers Include...

“Without a doubt, my best festival experience ever.”

– past Bay Area Book Festival speaker and Pulitzer finalist



Jasmine Guillory
New York Times best-selling author



Rebecca Solnit
Acclaimed writer, historian activist



Carolina de Robertis
Award-winning novelist



Kim Stanley Robinson
one of Barack Obama's favorite books of 2021



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Mother Jones



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LET'S TALK!

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.

To get the ball rolling, please contact:

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