

10th Anniversary

BAY AREA BOOK FESTIVAL

In partnership with
San Francisco Chronicle

June 1–2 | 2024

New This Year: Family Day Saturday, May 4 @ Berkeley Public Library

TOP AUTHORS • IMPORTANT CONVERSATIONS • YOUTH PROGRAMS



Sponsorship Opportunities



Celebratory in-person event brings thousands to downtown Berkeley!

“We love the Bay Area Book Festival — and so do our listeners. Our partnership is a perfect fit!”

— Janet Lim Young,
Director of
Sponsorship
Marketing, KQED
(San Francisco NPR
station)

**100+ authors spanning 50 indoor and outdoor events
Outdoor Fair/Literary Marketplace
25,000 book lovers eager to engage, learn, and shop!**

There has never been a better time to showcase your company, organization, products, and services through the Bay Area Book Festival. We present **first-rate live conversations with top authors** on a wide variety of **compelling topics that matter to audiences you care about**. Activation through our lively outdoor fair (also free to the public) 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, 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.



Renowned West Coast Book Event

Celebrating our 10th anniversary this year, the [Bay Area Book Festival](#), draws 25,000+ book lovers to the heart of downtown Berkeley, multiple venues featuring 100 authors from across the nation, the world, and our own Bay Area literary community.

**“The
best fest
in the West”**

— *Literary Hub*

We attract media sponsors and publicity from a host of local, regional, national, and international media including *San Francisco Chronicle*, *Washington Post*, *LA Review of Books*, *Mother Jones*, *The Oprah Magazine*, *KQED (San Francisco NPR station)*, *C-SPAN*, *Berkeleyside*, and others.

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





Family Day – Saturday, May 4 (branding opportunity)

Berkeley Public Library — Free Admission

- Young Readers/Writers Showcase
- Youth-Oriented Author Talks, Panels, Signings
- Teens/YA Programs
- Family Reading Activities
- Arts, Crafts, and STEAM Activities
- Free Book Giveaway
- Youth Literacy Information & Services
- Celebrating **“Star Wars: May the 4th be With You”** and **“Free Comic Book Day”**





10th Anniversary Festival — June 1 & 2

Downtown Berkeley — Free Admission

- Provocative Keynotes, Panels, Interviews, Readings
- Critical Conversations with Top Authors, Thought Leaders
- Indigenous Authors Showcase
- Writers' Day
- Author Q&A and Book Signings

Sunday, June 2 only: Outdoor Fair

MLK, Jr. Civic Center Park — Free Admission

- Author Pavilion — new and emerging writers
- Literary Marketplace — books, literary-themed gifts
- Youth Activity Tent — interactive fun for kids!
- Food Court — Popular Bay Area vendors and trucks





Supporting Literacy and Access to Books

Through our umbrella nonprofit **Foundation for the Future of Literature and Literacy**, we promote literacy as a fundamental human right. We are working with community partners year-round to bring the joy of reading and literacy opportunities to a diverse audience.

Studies show that literacy:

- Promotes lifelong learning and builds skills
- Improves health and lowers infant mortality rates
- Can help reduce or even end the cycle of poverty
- Improves the economy and creates jobs
- Promotes gender equality
- Promotes democracy and peace
- Builds self-esteem and overall quality of life





In Good Company

Past Sponsors

San Francisco Chronicle

ZIENNI®
Eyewear for Everyone



KQED



NATIONAL
ENDOWMENT
FOR THE
HUMANITIES



"We are a proud partner of the Bay Area Book Festival. The festival supports many of The Chronicle's values, including improving literacy and discussing current issues affecting our local communities."

— Gabe Chavez,
VP of Product Marketing,
San Francisco Chronicle



Mother Jones

FIND
ZEN
IN YOUR PEN
ZEBRA



UNIVERSITY OF
SAN FRANCISCO
MFA in Writing



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 for books and other literary-themed gifts
- 84% female-identifying
- 40% report “feeling more positively inclined” toward brands that sponsor the festival

Extensive Digital Reach

- 24K+ email list with a 60% open rate
- 150K+ impressions monthly on Facebook
- 195K+ total webpage views, with 17K+ per month
- 200K+ views for content by national/international audiences
- 18K+ social media followers across 3 platforms





Primary Festival Elements

Author Events

100+ speakers from across all major genres, speaking on named stages

Community

Our 2024 festival will again be free to the public!

Outdoor Fair

Jam-packed with thousands of attendees eager to interact, learn, and buy from exhibitors and sponsors!

Festival Gala

The one place for authors, donors, sponsors, and elected officials to gather

Marketing

Including our lead media partner, the *San Francisco Chronicle*, and a range of promotional platforms





Past Authors/Speakers

“Without a doubt, my best festival experience ever. The logistics were seamless and the panels exquisite. Above everything, I left having made new friendships for life.”

— Hernan Diaz
Pulitzer finalist



Gloria Steinem

Renowned journalist,
writer, activist



Jasmine Guillory

New York Times
bestselling author
“The Proposal”



Kazuo Ishiguro

Nobel Laureate
“Klara and the Sun”



Jason Reynolds

#1 New York Times
bestselling author
“Look Both Ways: A Tale
Told in Ten Blocks”



Rebecca Solnit

Guggenheim Fellow
“Orwell’s Roses”



George Saunders

2017 Booker Prize
winner
“Lincoln in the Bardo”



Past Authors/Speakers

"It was perfect. Could not have been better. Thanks so much for the opportunity."

— Robert Reich,
past festival
speaker



Christian Robinson
Caldecott honoree
"Last Stop on Market Street"



Ann Patchett
PEN/Faulkner
Award winner
"Bel Canto"



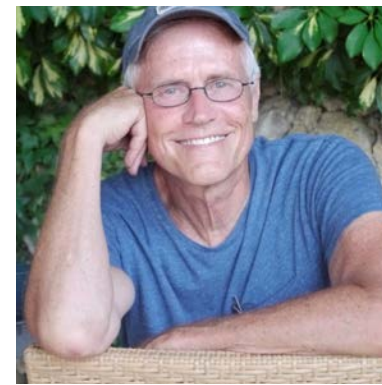
Tommy Orange
Pulitzer Prize finalist
"There There"



Anthony Doerr
Pulitzer Prize winner
"All the Light We Cannot See"



Tayari Jones
New York Times bestselling
author
"An American Marriage"



Paul Hawken
Environmentalist, author,
economist, activist
"Natural Capitalism"



Free Outdoor Fair - Literary Marketplace

Meet Thousands of Consumers at our lively, high-quality outdoor fair with multiple tented outdoor stages; hundreds of booths featuring sponsors, literary exhibitors, and food trucks; as well as multiple children's stages and a lively family fun zone with interactive play.

The fair is centered in and around Martin Luther King, Jr. Civic Center Park, near the downtown Berkeley BART station.

Featuring:

- Four performance stages (each presents a branding opportunity)
- Literary exhibitors
- Authors and book signings
- Free book giveaway (children's titles)
- Children's stage and interactive play space
- Food trucks
- Easy access from BART
- Custom activation opportunities





Festival Gala - Author Party

Festive, convivial cocktail party atmosphere

- 200 thought leaders, decision-makers, influencers, and local officials
- Noted authors, from all over the Bay Area, nation, and the world.

Opportunity to connect directly with attendees

- Overall branding of event on invitations, tickets, etc.
- Logo prominently featured at event entrance and other high-traffic locations throughout venue
- High-visibility branding of welcome/registration area and/or similar activation
- Product placement in swag bags, solo giveaway, and/or placed on tables
- Speaking role during program
- Opportunity to bring clients and associates





Festival Marketing

With the *San Francisco Chronicle* as a lead sponsor, the festival is marketed extensively throughout the Bay Area. In addition to print and online advertising, the *Chronicle* publishes **our annual program guide** to the event, with sponsor integration throughout.

The festival markets through a range of other targeted platforms:

- Print & digital advertising in key regional, national, literary media outlets
- Media partnership with KQED FM (San Francisco NPR station)
- Festival posters/postcards in local businesses, community spaces
- Regional, national, literary publicity blitz through festival PR firm
- Strong social media promotion and advertising
- Robust email marketing campaign
- Extensive community outreach and partnerships
- Promotional partnerships with Visit Berkeley and Downtown Berkeley Assoc.





Social Impact

BABF fosters a love of reading and books for all. We promote literary exchange and thoughtful discussion of myriad issues that impact our individual well-being and the world around us:

- Democracy and peace
- Race and equity
- LGBTQIA+ rights
- Immigration
- Promoting women's voices (Women Lit)
- Amplifying BIPOC voices
- Economic inequality
- Housing insecurity
- Poverty and hunger
- Fostering a love of books and reading among young people
- Empowering youth
- Sustainability
- Environmental issues
- Personal and community health
- Collective solutions
- Cross-cultural cooperation





Sponsorship Overview

We are seeking one lead sponsor for the festival — either to be placed above the event title (Company Bay Area Book Festival) or in a presenting position. In either case the brand will be integrated into the logo, above the *San Francisco Chronicle*, our lead media partner.

The lead sponsor will be integrated throughout the event, its stages, the free festival, and in all advertising and promotion.

We are also seeking lead brand sponsors for each stage and for individual events within the festival, including the annual gala.

With the *Chronicle's* lead role and other media partners — all supported by an extensive promotional effort on digital/social channels — we can provide extensive Bay Area visibility in the spring of 2024.

**"Partnering
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



Benefit Highlights

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 products/services
- Sponsorship of annual Gala
- Product placement in Gala and/or Author swag bags
- Employee engagement and volunteer opportunities
- Women Lit: sponsor an event in our year-round speakers' series featuring notable authors such as Gloria Steinem, Tayari Jones, V (formerly Eve Ensler), and others.



Marketing Visibility:

- Brand integration — onsite signage/booth, website, program guide
- Social media promotion — Facebook, Instagram, Twitter
- Dedicated e-blasts and newsletter promos (22k reach, 60% open rate)
- Ad space in the festival's printed/digital program guide produced by the *San Francisco Chronicle* and distributed to nearly 600,000 subscribers
- Joint media outreach





Custom Packages

We would love to have the opportunity to build a custom package for your brand!

We can mix stage presence, festival activation, social impact alignment, community engagement and other promotional extensions, all promoted through our array of marketing platforms, led by the *San Francisco Chronicle*.

Our experienced festival production team is ready to engage!

Contact info:

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