

# SPONSORSHIP OPPORTUNITIES

11TH ANNUAL

**BAY** 

  **AREA**

 **BOOK** 

 **FESTIVAL**

PRESENTED BY FEDERATED INDIANS OF GRATON RANCHERIA

**MAY 31 - JUNE 1, 2025**

**CHANGING THE NARRATIVE**

**AMPLIFYING ESSENTIAL CONVERSATIONS • INCLUSIVE PERSPECTIVES • YOUTH PROGRAMS**

11TH ANNUAL  
**BAY**   
AREA  
  
**BOOK**   
**FESTIVAL**

**CELEBRATORY IN-PERSON EVENT BRINGS TENS OF THOUSANDS TO DOWNTOWN BERKELEY!**

**100+** authors

**50** indoor/outdoor events

**150** exhibitors at our Outdoor Fair

**25,000** attendees



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 **engaged book lovers eager to learn about new products and services** — both literary-related and general-consumer!

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 social media platforms** (Facebook, BlueSky, IG, TikTok) — mostly in the Bay Area and expanding globally — who appreciate and trust us.

THE  
BEST FEST  
IN THE WEST

— *Literary Hub*

11TH ANNUAL  
**BAY**   
 AREA  
  
**BOOK**   
  
**FESTIVAL**

## SUPPORTING LITERACY AND ACCESS TO BOOKS

As BABF enters its 11th year, it stands as both a cultural celebration and a critical gathering space where activists, authors, and audiences can unite around today's most urgent issues and uplift marginalized voices.

### Overall Goals:

- Platform marginalized voices prioritizing programming with Black, brown, Indigenous, and queer authors
- Foster civil discourse to address pressing societal issues, including democracy, human rights, climate justice, and economic equity
- Make literature accessible by keeping the festival free and open to the public
- Cultivate the next generation of writers and thinkers through youth-focused programs and workshops



## 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



IITH ANNUAL  
**BAY** AREA  
**BOOK**  
FESTIVAL

**IITH ANNUAL FESTIVAL**  
**MAY 31 - JUNE 1, 2025**

## Key Events

**Main Festival** — Two-day event in Downtown Berkeley featuring 100+ writers and 50+ panels and author discussions with award-winning and emerging writers.

**Family Day at Berkeley Public Library (in partnership with the Social Justice Children's Book Fair)** — A full day of free literary activities, storytelling, and book signings designed for children, teens, and families

**Writers' Day** — Interactive workshops led by renowned authors and writing faculty, offering skill-building for aspiring and professional writers

**Outdoor Fair** — One-day outdoor fair and literary marketplace with 150+ exhibitors, literary stages, youth activities, interactive family fun zone, Small Press Alley, Health in Community Row, outdoor reading lounge, and eclectic food court.

**Year-Round Literary Events** — Dozens of author programs, including the upcoming Merritt Dialogue Series (launching September 2025), which will foster respectful and thought-provoking discussions on democracy and justice.





## SPONSORSHIP OVERVIEW

We are seeking **title, lead, and program** sponsors for the festival. Company brand will be integrated accordingly in all marketing.

The title and lead sponsors 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 and author programs within the festival, including the annual gala/author party.

With our strong media partners — supported by an extensive promotional effort on digital/social channels — we can provide extensive Bay Area visibility in the spring of 2025.

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

11TH ANNUAL  
**BAY**   
AREA  
  
**BOOK**   
**FESTIVAL**

## SPONSORSHIP 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/Author Party; opportunity for product placement
- 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, BlueSky, TikTok and other platforms
- Dedicated e-blasts and newsletter promos (25k reach, 60% open rate)
- Ad space in the festival's printed/digital program guide
- Joint media outreach



11TH ANNUAL  
**BAY** AREA  
**BOOK**  
**FESTIVAL**

WE 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

**PAST AUTHORS / SPEAKERS**



**ROXANE GAY**

Acclaimed essayist, fiction  
writer, editor, and New York  
Times bestselling author.



**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*



**TOMMY  
ORANGE**

Pulitzer Prize finalist  
*There There*



PAST AUTHORS / SPEAKERS



**GLORIA  
STEINEM**

Renowned journalist,  
writer, activist



**INGRID ROJAS  
CONTRERAS**

Pulitzer Prize Finalist,  
National Book Award Finalist  
*The Man Who Could Move Clouds*



**VIET THANH  
NGUYEN**

Pulitzer Prize Winner  
*The Sympathizer*



**R.O. KWON**

Award-winning novelist  
*Exhibit and The Incendiaries*



**TAYARI  
JONES**

*New York Times* bestselling author  
*An American Marriage*



**CHRISTIAN  
ROBINSON**

Caldecott honoree  
*Last Stop on Market Street*

IT WAS PERFECT.  
COULD NOT HAVE  
BEEN BETTER.  
THANKS SO  
MUCH FOR THE  
OPPORTUNITY.

– Robert Reich,  
past festival speaker

11TH ANNUAL  
**BAY**   
AREA  
  
**BOOK**   
**FESTIVAL**



## FESTIVAL HEADLINER EVENTS

The Bay Area Book festival is renowned for presenting top-tier authors in headliner events before capacity crowds, most notably those held at Freight & Salvage, Downtown Berkeley's famed 500-seat event venue. Past headliners include literary luminaries and thought leaders such as Roxane Gay, Rebecca Solnit, W. Kamau Bell, Gloria Steinem, Michael Chabon, Robert Reich, Anand Giridharadas, Joan Baez, V (formerly Eve Ensler), Anthony Doerr, Viet Thanh Nguyen, Amy Tan, Scott Turow, Jason Reynolds, Alka Joshi, Tommy Orange, and many more.

### Sponsor Benefits

- Build brand awareness by showcasing your company or organization to an engaged, diverse audience
- Brand headliner events with your logo on printed tickets, event program, and slides projected on screen during the sponsored event
- Spotlight your selected representative as host or moderator of the sponsored event
- Enjoy complimentary seating at the sponsored event for your officials, clients, and guests
- Invite a select number of guests to attend our popular annual Author Party

### Sponsorship Opportunity

\$10,000 - \$50,000

## WRITERS' DAY: SATURDAY, MAY 31

Support Writers' Day with these exclusive benefits:

**Workshop Session Branding:** Sponsorship of a workshop session with company/organization name included in the program title, on stage, and in marketing materials (see below).

**Custom Workshop Session:** Collaborate with us to develop a branded workshop session, featuring your representatives as moderators. Includes up to five reserved seats for your guests at your sponsored workshop session.

### Marketing:

- Social Media: Facebook /Instagram
- Dedicated feature in our e-newsletter (25,000 subscribers)
- Logo/link included on the festival website and program guide
- Inclusion in press releases

**VIP Access:** Reserved seating at one of our headliner events and invitations to the exclusive Author Party (May 30)

**Engagement Opportunity:** Distribute branded materials at your sponsored workshop session

### Sponsorship Opportunity

\$2,500 - \$25,000



11TH ANNUAL  
**BAY**   
AREA  
  
**BOOK**   
**FESTIVAL**

## FAMILY DAY: SATURDAY, MAY 31

Presented this year in association with the Social Justice Children's Book Fair on multiple floors of the Berkeley Public Library, our free showcase of favorite children's authors has always been one of the most popular and beloved parts of the festival, attracting thousands of Bay Area kids and parents.

### Family Day highlights include:

- Author talks, panels, and book signings
- Graphic novelists and illustrators
- Read-aloud sessions and other family reading activities
- Games, competitions, and book-themed arts & crafts
- Book sales and give-aways
- Teen/YA Programs
- Literacy Information & Services

### Sponsorship Opportunity

\$2,500 - \$50,000



11TH ANNUAL  
**BAY**   
AREA  
  
**BOOK**   
**FESTIVAL**

## OUTDOOR FAIR/LITERARY MARKETPLACE: SUNDAY, JUNE 1

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 a lively family fun zone with interactive play.

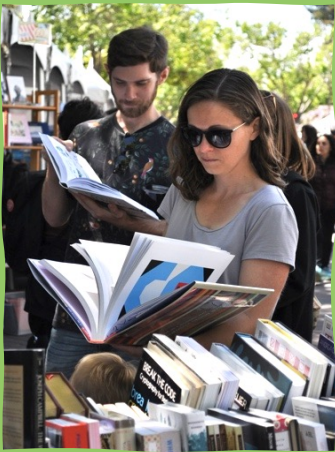
Free to the public, the fair is conveniently located in the heart of the city, adjacent to the Downtown Berkeley BART station. Easy to get to and fun for all!

### Featuring:

- 150 exhibitors — authors, publishers, literary groups and more!
- Literary Marketplace — books sales and signings, literary-themed gifts
- Free children's book giveaway
- Small Press Alley — a highlighted selection of top-notch small presses from around the country
- Health in Community Row — local service providers
- Youth stage and activity zone — interactive fun for kids!
- Food Court — popular Bay Area vendors and trucks

### Sponsorship Opportunity

\$10,000 - \$50,000



11TH ANNUAL  
**BAY**   
AREA  
  
**BOOK**   
**FESTIVAL**

## **FESTIVAL AUTHOR PARTY: FRIDAY, MAY 30**

### **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

### **Sponsorship Opportunity**

\$10,000 - \$25,000



11TH ANNUAL  
**BAY AREA**  
**BOOK FESTIVAL**

IN GOOD COMPANY - PAST SPONSORS



San Francisco Chronicle



KQED



Mother Jones



Berkeleyside



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)

## OUR AUDIENCE IS *YOUR* AUDIENCE

### A Motivated Audience of Lifelong Learners

Families, seniors, students, professionals. Eager and receptive to learning about products or services that expand their knowledge and improve their lives. Most attendees hail from the Bay Area, reflecting the region's unparalleled diversity.

- 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

- 25K+ email list with a 60% open rate
- 20k+ actively engaged social media followers
- 150K+ impressions monthly on Facebook
- 195K+ total webpage views, with 17K+ per month
- 200K+ views for content by national/international audiences







## FESTIVAL MARKETING

The festival is marketed extensively throughout the Bay Area. In addition to print and online advertising, our annual program guide to the event offers sponsor integration throughout.

### The festival markets through a range of other targeted platforms:

- Print and 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 Association

THE  
BAY AREA BOOK  
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*



## CUSTOM PACKAGES

We would love to have the opportunity to build a custom package for your organization or 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.

Our experienced team is ready to engage! Please contact us today to explore partnership opportunities.

Contact info:

**J. K. Fowler**  
**Executive Director**  
**Bay Area Book Festival**  
[sponsor@baybookfest.org](mailto:sponsor@baybookfest.org)  
**510-239-1652**

**Samee Roberts**  
**Managing Director**  
**Bay Area Book Festival**  
[sponsor@baybookfest.org](mailto:sponsor@baybookfest.org)  
**510-220-8140**