



2024 SPONSORSHIP OPPORTUNITIES

Connecting authors & readers across Texas

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WHO WE ARE

We are dedicated to connecting authors and readers across Texas

Texas Book Festival (TBF) began with a simple purpose: to bring authors and readers together in a celebration of literature and literacy. **Founded in 1996** by Laura Bush, TBF set out to honor Texas authors, promote the joys of reading, and benefit the states' public libraries. The first Festival took place in November 1996 and is now one of the nation's premier annual literary events - **featuring 275+ authors of the year's best books and drawing over 40,000 book lovers.**

Join us and make your mark in Texas.

The 29th annual Texas Book Festival will take place November 16-17, 2024!



WE WANT TO SUPPORT & PROMOTE YOUR BRAND

BUT HOW?

1

DEFINE TARGET MARKET

EXPLORE THE WAYS YOUR INTENDED AUDIENCE ENGAGES WITH THE FESTIVAL

2

IDENTIFY OPPORTUNITIES

WHAT SPECIFIC EVENTS, VENUES, AND COMMUNICATIONS CAPTIVATE YOUR TARGET FESTIVAL AUDIENCE?

3

DETERMINE PROMOTIONAL STRATEGIES

EXPLORE ON-SITE ACTIVATIONS, LOGO COVERAGE, VOLUNTEER OPPORTUNITIES FOR EMPLOYEES OR AN ALTERNATIVE SOLUTION TAILORED TO YOUR NEEDS!

The annual Festival engages over 40,000 book-lovers, volunteers and authors each year!



OUR REACH



Partner Coverage



**Texas Monthly, October 2023
(Major Sponsor logo inclusion)**



22.9K Followers



19.2K Followers

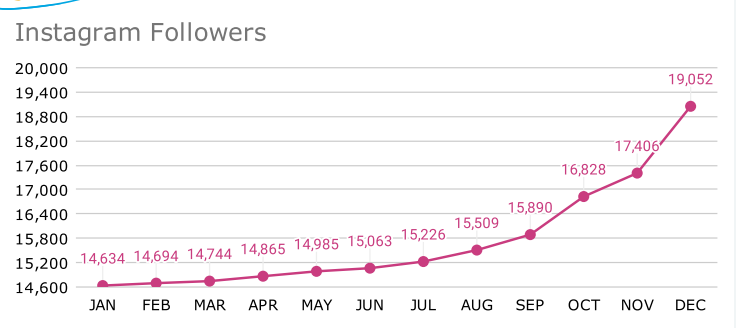
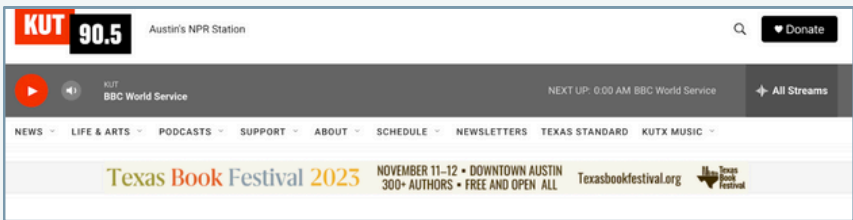


22K Followers



17.2 K Followers

Our Growth!



SPONSORSHIP OPPORTUNITIES

TENT SPONSORSHIP

CHILDREN'S READ ME A STORY TENT

Promote your brand to thousands of attendees by sponsoring the Children's Read me a Story Tent!

- 24 unique sessions during Festival weekend
- Award-winning authors & illustrators

* Opportunities start at \$25,000





SPONSORSHIP OPPORTUNITIES

TENT SPONSORSHIP YA HQ TENT

Promote your brand to thousands of attendees by sponsoring the YA HQ tent!

- Location is adjacent to Camp TTBF, attracting more visitors to the tent
- 12 exciting sessions during Festival weekend, featuring award-winning authors & illustrators
- Activation opportunity available within YA HQ or in Camp TTBF tent

* Opportunities start at \$25,000

SPONSORSHIP OPPORTUNITIES

TENT SPONSORSHIP NEXT CHAPTER TENT

Capture the imaginations of middle grade readers through sponsorship of the Next Chapter Tent.

- Next Chapter features 10 sessions and over 25 award-winning authors
- the Bluebonnet Award ceremony is conducted at Next Chapter every year

* Opportunities start at \$20,000





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"LEAMOS" ("LET'S READ"). THE RESPONSE OF THE TEXAS BOOK FESTIVAL TO A DEMOGRAPHIC SHIFT IN THE POPULATION OF TEXAS

Leamos". La respuesta del Texas Book Festival a un cambio demográfico de la población de Texas

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ACAPULCO 2023 (CRÓNICA Y FOTOCRÓNICA. TERCERA PARTE)
by Edgardo Bermejo Mora

LOS COLONOS, DE FELIPE GÁLVEZ
by Nael Yehya

MILEI Y EL LIBERALISMO
by José Antonio Aguilar Rivera

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Next Up: 2:00 PM The World

All Streams

How the Texas Book Festival is celebrating Latinidad this year

KUT 90.5 | By Juan Garcia
Published November 3, 2023 at 12:00 PM CDT



LISTEN • 9:54

Latest Stories

POD. 10-10, 2024 Life & Arts

OCTOBER 2024 'How do we stay weird?': OUTsider Fest celebrates 10 years by remaining true to themselves

SPONSORSHIP OPPORTUNITIES

SPANISH-LANGUAGE INITIATIVE

Be our partner as we expand our Spanish-language initiatives. Opportunities include:

- Spanish-Language Adult programming track (4 sessions)
- Spanish-Language Read-Me-a-Story times (7 sessions)
- Logo placement on Spanish physical collateral
- Email & social media blasts

* Opportunities start at \$10,000

SPONSORSHIP OPPORTUNITIES

ACCESSIBILITY SPONSOR

Increasing access for all is a priority at TBF. Support our initiative to increase Festival accessibility by sponsoring:

- Golf cart transportation
- ASL interpretation for select sessions during Festival weekend
- Wheelchair and walker lending during Festival weekend
- Accessibility information tent
- Branded accessibility seating chair-covers

* Opportunities start at \$10,000



SPONSORSHIP OPPORTUNITIES

GALA TECHNOLOGY SPONSOR

Promote your brand to 700 attendees at this exclusive, black tie event through digital sponsor recognition on all third-party platforms! Your brand will be recognized with logo recognition as our sponsor on the

- Check-in software
- Event signage at check-in
- Online silent auction
- Bid paddles
- Gala program

* Opportunities start at \$10,000



SPONSORSHIP OPPORTUNITIES

























GALA SPONSOR

The First Edition Literary Gala is a black tie evening showcasing some of the year's most prominent literary luminaries. Rub elbows with Texas business leaders, philanthropists, and dignitaries. The Gala is the perfect opportunity to network and show appreciation to your treasured clients.



Authors Abraham Verghese, NPR Morning Show Host Steve Inskeep, Ann Patchett and Roger Reeves at the 2023 First Edition Literary Gala

*Please visit the following slide for a table of Gala Table sponsorship benefits

BENEFITS	\$25,000 Gold Leaf	\$15,000 Author's Circle	\$10,000 Leather Bound	\$8,000 Vellum	\$6,000 1/2 Vellum
Sponsor acknowledgement from the Gala stage					
Company/foundation logo on all Festival collateral, print advertisements, Festival signage kiosks and official program, t-shirt and poster					
Exclusive invitations to VIP TBF-hosted author gatherings throughout the year					
Festival VIP badges which produce priority seating, and book signing priority during Festival weekend	2	2			
Set of signed books by Gala authors					
Access to Author's Green Room during Festival Weekend					
Sponsorship acknowledgement in the Gala program					
Sponsor acknowledgement in the official Festival program and on the TBF Website					
Gala Table Size	10 Premier Placement	10 Prominent Placement	10 Preferred Placement	10	6
Literary party favors for all guests					

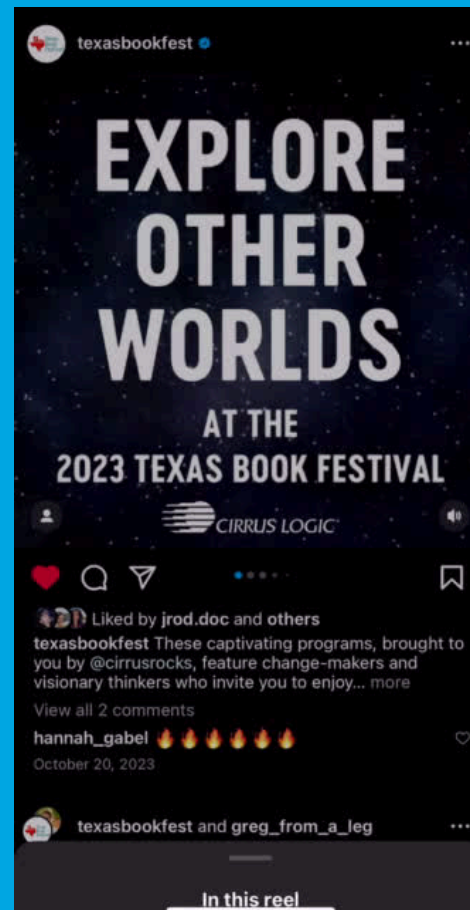
SPONSORSHIP OPPORTUNITIES

PROGRAMMING TRACK

Promote your brand with a dedicated programming track. Festival attendees will recognize your brand and values on:

- Tent signage
- Print schedule
- Online schedule
- Email block
- Social media blast

* Opportunities start at \$10,000



Explore Other Worlds at the Texas Book Festival

These thrilling programs, brought to you by Cirrus Logic, feature change-makers and visionary thinkers who invite you to enjoy discussions on space, science fiction, nature, and the arts.

Out of this World: Pioneers in Space Exploration



SPONSORSHIP OPPORTUNITIES

EMPLOYEE ENGAGEMENT

Engage your company in exciting, tailored opportunities such as:

- a literary salon with an author
- event tickets to special events
- volunteer opportunities Festival weekend!

* Opportunities start at \$10,000



SPONSORSHIP OPPORTUNITIES

AUTHORS' COCKTAIL PARTY SPONSOR

Expect more than 200 attendees: including authors, business leaders, academics, and board members at this cherished and exclusive Festival party. The Contemporary Austin's rooftop provides an awesome scene to promote your company's brand. Sponsor this event for logo placements on stage, at bars and food tables—guaranteeing your brand a a spotlight at this event.

* Opportunities start at \$5,000



SPONSORSHIP OPPORTUNITIES

HEADLINING SESSIONS

- Logo placement and sponsorship recognition at a session during Festival weekend.
 - Logo coverage in physical program, online program and digital communications
 - Expected attendance of 400–750
- Opportunities start at \$5,000



SPONSORSHIP OPPORTUNITIES

PUBLISHER ENGAGEMENT

Bring recognition for you and your authors through:

- Session sponsorships
- Exhibitor booths
- Activations
- Promotion on Instagram stories

Opportunities start at \$5,000



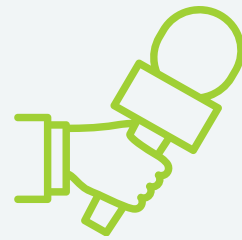
2023 FESTIVAL STATS



40,000
Attendees



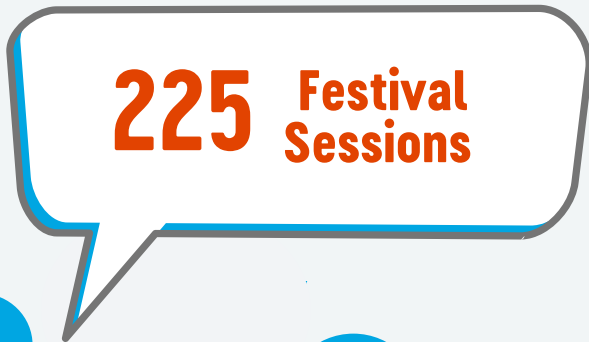
330
Authors



162
Moderators



79 Small business
vendors and
food trucks

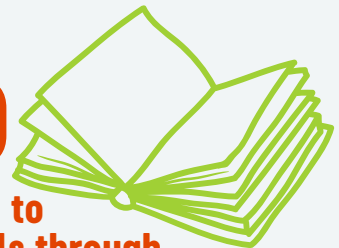


225 Festival
Sessions



635 Festival
Friends
Pass Holders

Over **15,000**
free, signed books given to
students in Title I schools through
our Reading Rock Stars Program



FESTIVAL SPONSORSHIP OPPORTUNITIES



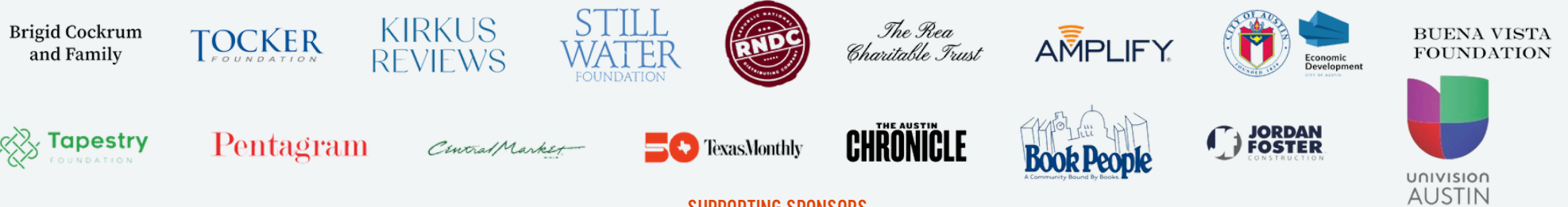
	Co-Presenting Sponsor	Major \$25,000 +	Supporting \$10,000 +	Contributing \$5,000 +
Sponsor opportunity on Festival grounds (programming tent or venue)	X	X		
Sponsor opportunity on Festival grounds (programming track, accessibility program, event)	X	X	X	
Sponsor opportunity on Festival grounds (session, activation, booth, event co-sponsorship)	X	X	X	X
Premier table for 10 at First Edition Literary Gala	X	In lieu of Festival sponsor opportunity		
Sponsor recognition in Festival promotion August - November (press releases, logo inclusion in print and digital, social media blasts, 100+ TBF emails)	X	X	Select comms	
Logo placement at Festival Weekend including signage and kiosks	X	X	X	X
Logo placement Festival t-shirt, and print program	X	X		
Logo placement at First Edition Literary Gala signage, emails, and program	X	X		
Logo placement year-round on TBF website and in non Festival TBF communications	X	X		
VIP seating to Festival ticketed sessions, books	4	2		
Invitations to Authors' Cocktail Party held Saturday, November 16, 2024	6	2	2	
Special Access Festival Weekend sponsor badges	6	4	2	2
Set of signed Gala books	2	1		
Invitations to exclusive TBF events throughout the year	2	2		

THANK YOU TO OUR 2023 TBF SPONSORS!!!

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OUR WORK IS MADE POSSIBLE THROUGH YOUR SUPPORT