

2021 SPONSORSHIP OPPORTUNITIES

General benefits include:

- Advertising opportunities in catalog published as an insert in the October edition of Kentucky Monthly magazine (36,000 print run, with readership of 126,000)
- Logo placement on home page of kybookfestival.org
- Logo placement in book festival marketing materials including volunteer t-shirts, venue signage, website and e-newsletter call-outs, podcast mentions, and more
- Mentions in press releases and interviews
- Thank you post(s) on social media pages (5,000+ combined reach)
- Listing in the Kentucky Humanities annual report included in Kentucky Humanities spring magazine (print run of 20,000)
- Entry into select ticketed events and private Author Reception on Friday, November 5 (varies based on sponsorship level)

Sponsorship levels and additional benefits:

\$25,000

- Back cover, full-page ad in festival catalog
- Logo on prominent signage at KBF's main entrance
- Premium placement of logo and description of company linked to company website on home page of kybookfestival.org
- Exhibitor table at KBF on November 6
- Recognition via broadcast announcements at the KBF venue
- Think Humanities podcast episode with Bill Goodman
- Entry for 8 guests to private Author Reception

\$15,000

- Inside back cover or inside front cover ad in festival catalog
- Logo on prominent signage at KBF events
- Premium placement of logo linked to company website on kybookfestival.org
- Exhibitor table at KBF on November 6
- Recognition via broadcast announcements at the KBF venue
- Think Humanities podcast episode with Bill Goodman
- Entry for 6 guests to private Author Reception

\$10,000

- Half-page horizontal ad in festival catalog
- Title sponsor for KBF Main Stage (one sponsorship available)
- Logo featured on prominent signage on KBF Main Stage
- Invitation to address audience during KBF
- Entry for 4 guests to private Author Reception

\$7,500

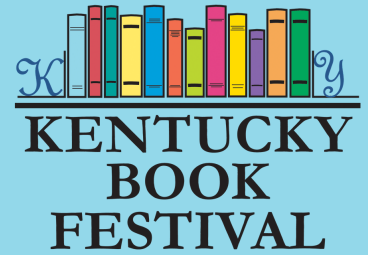
- Half page vertical ad in festival catalog
- Title sponsor for KBF South Stage (one sponsorship available)
- Logo featured on prominent signage on KBF South Stage
- Invitation to address audience during KBF
- Entry for 2 guests to private Author Reception

\$5,000

- Quarter page ad in festival catalog
- Title sponsor for Author Reception, Literary Luncheon, or Author Pavilion. Invitation to address crowd at Literary Lunch or Author Reception, along with entry for 4 guests to either event. Author Pavilion sponsor receives preferential exhibitor space.
- Logo featured on podium, related signage at event, marketing materials, digital media, and webpage related to event
- Entry for 2 guests to private Author Reception

\$2,500

- Opportunity to sponsor a speaker during KBF
- Entry for 2 guests to private Author Reception



Why sponsor the KBF?

- Sponsorship activations and experience are unique and customized.
- This beloved celebration of the talent spread across the Commonwealth benefits sponsors by association.
- Sponsors receive significant coverage via robust marketing and public relations/media efforts and reach a wide demographic cross-section of general public and targeted book-lovers

The Kentucky Book Festival is a program of...



KENTUCKY
HUMANITIES

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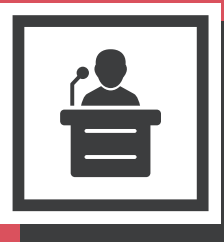
Learn more at
kybookfestival.org

KENTUCKY BOOK FESTIVAL CELEBRATES 40 YEARS



Reached 120,000 Attendees

On average, up to **3,000** book-lovers attend the KBF annually from across the United States. Since the festival's expansion to a week-long event in 2018, attendance has continued to increase, along with our reach on social media.



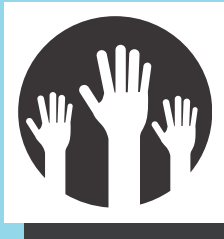
Hosted 7,800 Speakers

From bestselling novelist **John Grisham**, to renowned Kentuckian **Wendell Berry**, the Kentucky Book Festival prides itself on inviting hundreds of well-known and up-and-coming authors to participate in the event each year.



Distributed 9,000 Books

With the addition of the **School Days Program** in 2018, the Kentucky Book Festival expanded its reach to rural schools across the Commonwealth, coordinating author visits and distributing books to thousands of schoolchildren.



Enlisted 4,000 Volunteers

Each year, more than **100 volunteers** help Kentucky Humanities staff produce one of the largest literary events in the region. From setting up books, to giving directions, to cleaning up after the event, they're truly invaluable assets.



Celebrate with Us!

The Kentucky Book Festival wouldn't be possible without our sponsors and partners. Interested in learning more? Visit kybookfestival.org to learn about programs, make a donation, view past events, or see a list of supporters.