

# 43<sup>RD</sup> ANNUAL KENTUCKY BOOK FESTIVAL

## SPONSORSHIP OPPORTUNITIES



### 2024 EVENT

NOVEMBER 2

9:30AM TO 5:00PM

JOSEPH BETH  
BOOKSELLERS  
IN LEXINGTON



## \$12,000 SPONSORSHIP

### CHILDREN'S TENT

- Social media post upon signing on as a sponsor plus 2-3 more times in the lead-up to the Festival
- (2) invitations to the private Author Reception the evening before the Festival
- Digital signage recognizing sponsor at the Festival
- Logo on the Event T-Shirt
- Website presence
- Logo and designation as the Children's Author Tent Sponsor on the Event Guide handed to all attendees
- Logo on "Goodie Jars" at each author table
- Print signage in the Children's Author Tent designating sponsor
- (2) directional banner-ups placed inside Author Signing Gallery and outside of Children's Author Tent designating sponsor
- Opportunity to introduce 4-6 Storytimes with children's authors
- (4) Balloon bouquets in sponsor colors inside the tent
- Logo on FREE kids bookmark distributed in the Children's Author Tent
- ½-page 4-color ad in the Festival catalog in Kentucky Monthly magazine (126,000 readers)
- Listing in our annual report in Kentucky Humanities magazine (15,000 readers)

A program of Kentucky Humanities, the **Kentucky Book Festival** is a celebration of reading, writing, and publishing which takes place each fall. Festival events seek to connect book-lovers and authors, spark engaging conversations, and empower readers by providing access to new books as well as opportunities to learn more about writing in a fun, supportive environment. It's the biggest bookish celebration in Kentucky!

MORE THAN **3,000**  
PEOPLE ATTEND THE SATURDAY  
EVENT ON AVERAGE

## B Y T H E N U M B E R S

- Average attendance on KBF Saturday alone: 3,000+
- Over 3,500 FREE books through our School Days author visits and KBF Saturday are given to students/children attending with parents, grandparents, and guardians.
- 150 authors and illustrators across numerous genres and areas of interest participate in KBF Saturday, with additional authors at the Literary Lunch, Cocktail & Conversation, and adjunct events.
- We enlist over 100 community volunteers for KBF set up and day-of activities.
- Our venue partner, Joseph-Beth Booksellers, is an award-winning literary venue and one of America's largest independent booksellers.
- Average annual marketing impressions of the KBF include 2million print, 900K digital, 300K email, 150K radio not to mention signage, podcast and television impressions when applicable.
- We experience 70% retention of our sponsors year over year.