

43RD ANNUAL KENTUCKY BOOK FESTIVAL

SPONSORSHIP OPPORTUNITIES



2024 EVENT

NOVEMBER 2

9:30AM TO 5:00PM

JOSEPH BETH
BOOKSELLERS
IN LEXINGTON



\$25,000 SPONSORSHIP

- Logo on digital signage recognition at the Festival , 1st-tier (highest and largest logo placement) on all sponsor listings
- Logo on the Event T-Shirt plus (10) T-shirts for Sponsor use
- Website presence as a sponsor of the Festival
- Full Page 4-color ad in our Festival catalog published in the October 2024 issue of Kentucky Monthly (126,000 readers)
- Logo inclusion in (3) Constant Contact email newsletters promoting the Festival (5600 Readers)
- (3) press release mentions (May/July/Sept) as updates on the Festival are announced
- Social media posts upon signing on as a sponsor plus 2-3 more times in the lead-up to the Festival
- Mentions in live-media coverage through our Festival Media Partners
- (1) 8-foot skirted exhibitor table plus (2) chairs at the main entrance to the Festival at Joseph-Beth Booksellers
- Recognition on (2) Lexington Green exterior banners (posted for 2-3 weeks in advance of, and during, the Festival)
- Logo on promotional bookmark with other top-tier sponsors
- Sponsor Spotlight interview Think Humanities podcast with Bill Goodman
- Listing in our annual report in Kentucky Humanities magazine (15,000 readers)
- (4) tickets to the Literary Luncheon two days before the Festival
- (8) invitations to the private Author Reception the evening before the Festival

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.