



## **2024 Sponsorship & Advertising Opportunities**

# Festival History

**The Festival's mission is to inspire readers of all ages and to celebrate the culture of books in a beautiful part of the world.**

**The Harbor Springs Festival of the Book was created as a nonprofit organization to:**

- present a literary festival in Harbor Springs
- provide literary programming to Emmet County schools
- be an economic stimulus for the community

**It is the only annual multi-day, multi-genre book festival in Michigan**

- Our Main Street, our lakeshore, and our welcoming hospitality provide the perfect setting for Festival sessions held in venues throughout downtown Harbor Springs
- The Festival features up to 50 nationally published authors and illustrators across eight genres: fiction, nonfiction, mystery/thriller, poetry, cookbook, picture book/early reader, middle grade, and young adult



# Festival Details

- Always scheduled for the last full weekend in September—the “shoulder season”
- The 9th annual Festival is September 27 – 29, 2024
- 2023 Festival’s economic impact was just over \$1,100,000
- Registration is required and includes access to all general sessions, including panel discussions, authors in conversation, solo presentations, and readings
- Additional ticketed events are available throughout the weekend schedule and include a keynote address and cookbook lunches



# Festival Statistics

## 2023 Festival

- 1,300 attendees - registration sold out in 29 days, 26 days prior to the event
- 41 authors/illustrators from eight literary genres presented 35 events
  - 14 children and young adult presenters visited 30 classrooms in six school districts, reaching more than 3,100 students
  - More than 2,200 books were distributed to school-age children
- Cumulative session attendance: 5,959
  - Average registrant attended 4 sessions
- 154 volunteers participated in 226 opportunities
  - Volunteer database includes over 325 emails



# Festival Attendee Demographics

## 2023

- 1,300 attendees
  - 47% Emmet County
  - 33% Other Michigan counties
  - 20% 29 other states & Canada
- 80% Female
- Attendees spending at the Festival
  - 51% over \$50 on food
  - 35% over \$50 with local retailers
  - 20% over \$100 on local accommodations



# General Sponsorship Fee & Benefits - \$500

- Name placement
  - hsfotb.org
  - Program sponsor page
  - Festival Summary & Impact Brochure
  - Annual Report
- Email newsletter – sponsor mention
- Social media – sponsor mention
- Advance Access to purchase tickets & registration



# General Sponsorship Fee & Benefits - \$1,000

- Logo or name placement
  - hsfotb.org
  - Festival Summary & Impact Brochure
  - Annual Report
- Email newsletter – sponsor mention
- Social media – sponsor mention
- Print advertising
  - ¼ page program ad (1,200 distribution)
  - Logo placement on program sponsor page
- 2 Festival Registrations
- 2 tickets VIP Keynote Reception
- Advance Access to purchase tickets & registration



# General Sponsorship Fee & Benefits - \$2,500

- Logo or name placement
  - hsfotb.org
  - Festival Summary & Impact Brochure
  - Annual Report
- Email newsletter – sponsor mention
- Social media – sponsor mention
- Print advertising
  - ¼ page program ad (1,200 distribution)
  - Logo placement on program sponsor page
- Concierge Level ticket service
  - 4 tickets to event of your choice & 4 Festival registrations
  - 2 tickets VIP Keynote Reception
  - Advance Access to purchase tickets & registration
- Advanced notification of key announcements





# General Sponsorship Fee & Benefits - \$5,000

- Logo or name placement
  - hsfotb.org
  - Festival Summary & Impact Brochure
  - Annual Report
- Email newsletter – sponsor feature
- Social media – sponsor feature
- Print advertising
  - ½ page program ad (1,200 distribution)
  - Logo placement on program sponsor page
- Concierge Level ticket service
  - 6 Festival registrations
  - 6 tickets to event of your choice
  - 2 tickets VIP Keynote Reception
  - Advance Access to purchase tickets & registration
- Advanced notification of key announcements



# General Sponsorship Fee & Benefits - \$10,000

- Logo or name placement
  - hsfotb.org
  - Festival Summary & Impact Brochure
  - Annual Report
- Email newsletter – sponsor feature with logo
- Social media – sponsor feature
- Sponsor of featured event (keynote, author signing, cookbook luncheon, Sat evening event)
- Print advertising
  - Full-page program ad (1,200 distribution)
  - Logo placement on program sponsor page
- Concierge Level ticket service
  - 8 Festival registrations
  - 8 tickets to event of your choice
  - 2 tickets VIP Keynote Reception
  - Advance Access to purchase tickets & registration
- Advanced notification of key announcements



# Advertising Rates Printed Program

- Printed program
  - 1,200 copies printed
  - 44 pages
  - Collector's item, and posted online at [hsfotb.org](http://hsfotb.org) year-round
- Outside back cover
  - \$2,000
  - Includes two complimentary Festival registrations
- Inside front or back cover
  - \$1,750
  - Includes two complimentary Festival registrations
- Full page
  - \$1,200
  - Includes two compliment Festival registrations
- ½ page (vertical or horizontal)
  - \$600
- ¼ page
  - \$300

If major design assistance is needed, add 10%



# Special Festival Sponsorship Opportunity - \$5,000

## ANNUAL ONE BAY, ONE BOOK COMMUNITY READS

- Each year, the Harbor Springs Festival of the Book invites the community to read one book
- The selected book is chosen from the Festival's past presenters
- Two opportunities to discuss the book with the author are scheduled
- 50 copies are purchased by the Festival
- The featured book is offered at no cost to community members if they choose
- Copies of the selected book are provided to area libraries
- The 2025 book and author will be announced at the 2024 Festival in September
- Previous books
  - 2024 – *Happiness Falls* and author, Angie Kim – 2019 presenter
  - 2023 – *The Last Winter* and author, Porter Fox – 2018 presenter
  - 2022 – *The Great Believers* and author, Rebecca Makkai – 2016 presenter
  - 2021 – *The Removed* and author, Brandon Hobson – 2018 presenter



# Special Festival Sponsorship Opportunity

## 4<sup>th</sup> ANNUAL ONE BAY, ONE BOOK COMMUNITY READS

- Programming for the 2024 Book & Author – *Happiness Falls* by Angie Kim, 2019 Festival Presenter
  - Book group discussion, Thursday, May 2nd, 7 p.m.
    - Expected group size: 50-75 held at Little Traverse Bay Bands of Odawa Indian Government Center
  - Author in Conversation, Friday, May 3rd, 7 p.m.
    - Expected group size: 100-150 at Birchwood Farms Golf & Country Club
    - VIP donors and prospects reception to be held prior to the presentation with author Angie Kim
- Presenting Sponsor
  - Logo or name included on
    - Event posters
    - Social media posts
    - Email newsletter
    - Print advertising
    - Festival website
    - Book plate
    - Acknowledgement in 2024 September Festival printed program
  - Opportunity to briefly address the attendees at both events
  - 10 invitations to VIP Reception, Friday, May 3<sup>rd</sup>
  - 10 copies of *Happiness Falls*
- This opportunity is also available for 2025.



# Questions or ready to join our Festival family?

- Call or email Amy Gillard, Executive Director
  - [amy@hsfotb.org](mailto:amy@hsfotb.org)
  - 231-838-2725 office
  - 231-313-3758 cell
- 2024 Commitment Deadline: July 12 to take full advantage of all benefits
- 2024 Program Advertising Deadline: August 15

