



2024 SPONSORSHIP OPPORTUNITIES

On May 11, 2024, the Greater Pittsburgh Festival of Books (GPFB) will once again bring authors, poets, book enthusiasts and more to East Liberty in celebration of Pittsburgh’s literary community.

The second annual Festival welcomed over **2,000 adult registrants, about 500 children’s activity attendees, 71 adult and children’s authors, 26 poets, 4 bookstores and 33 exhibitors.**



In 2023, our audience included an estimated:

- 25,000 website visitors
- 3,000 e-newsletter subscribers
- 1,400 Instagram followers
- 1,300 Facebook followers

Sponsorships not only help the Festival establish itself as a yearly tradition but keep literacy alive across our region.

We appreciate your support!



Have a question or interested in partnering in a different way?

Please email info@pittsburghbookfestival.org.

GENERAL SPONSORSHIPS

Author \$25,000

LAUNCH PARTY

- Opening remarks at the Launch Party
- 12 tickets to the Launch Party

DAY-OF

- Full-page program ad*
- Listed as an event sponsor with logo in the program*
- Logo on digital screens among other sponsors
- 25x10 booth

SIGNAGE

- Logo on sponsor A-frame or like signage, among other sponsors
- Logo on event posters*

SOCIAL MEDIA & DIGITAL MARKETING

- Logo listed on the website
- Social media feature pre-event
- Logo featured in newsletters

OTHER

- Mention in press release
- Recognition as corporate supporter on Carnegie Library of Pittsburgh donor list
- Volunteer opportunities



**Guaranteed placement of logos on printed materials is dependent on when sponsorship is finalized.*

GENERAL SPONSORSHIPS

Editor \$15,000

LAUNCH PARTY

- 8 tickets to the Launch Party

DAY-OF

- Half-page program ad*
- Listed as an event sponsor with logo in the program*
- Logo on digital screens among other sponsors
- 20x10 booth

SIGNAGE

- Logo on sponsor A-frame or like signage, among other sponsors
- Logo on event posters*

SOCIAL MEDIA & DIGITAL MARKETING

- Social media feature pre-event
- Name featured in newsletters
- Logo listed on the website

OTHER

- Recognition as corporate supporter on Carnegie Library of Pittsburgh donor list
- Volunteer opportunities



Bookworm \$10,000

LAUNCH PARTY

- 6 tickets to the Launch Party

DAY-OF

- Half-page program ad*
- Listed as an event sponsor with logo in the program*
- Logo on digital screens among other sponsors
- 10x10 booth

SIGNAGE

- Logo on sponsor A-frame or like signage, among other sponsors
- Logo on event posters*

SOCIAL MEDIA & DIGITAL MARKETING

- Name featured in newsletters
- Name listed on the website

OTHER

- Recognition as corporate supporter on Carnegie Library of Pittsburgh donor list
- Volunteer opportunities



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GENERAL SPONSORSHIPS

Scholar \$5,000

LAUNCH PARTY

- 4 tickets to the Launch Party

DAY-OF

- Half-page program ad*
- Listed as an event sponsor by name in the program*
- Logo on digital screens among other sponsors
- 10x10 booth

SIGNAGE

- Logo on sponsor A-frame or like signage, among other sponsors
- Name on event posters*

Digital Marketing

- Name listed on the website

OTHER

- Recognition as corporate supporter on Carnegie Library of Pittsburgh donor list
- Volunteer opportunities

Reader \$2,500

LAUNCH PARTY

- 2 tickets to the Launch Party

DAY-OF

- Listed as an event sponsor by name in the program*

SIGNAGE

- Name on sponsor A-frame or like signage, among other sponsors
- Name on event posters*

Digital Marketing

- Name listed on the website

OTHER

- Recognition as corporate supporter on Carnegie Library of Pittsburgh donor list
- Volunteer opportunities



**Guaranteed placement of logos on printed materials is dependent on when sponsorship is finalized.*

ITEMIZED SPONSORSHIPS

All itemized sponsorships are available on a first-come, first-paid basis, receive only the benefits listed below and do not include benefits listed for General Sponsorships.



Bookmark Sponsor | \$1,500

1 Exclusive Sponsorship Available

Bookmarks will be handed out to attendees, branded with both the GPFB logo and your organization logo. The GPFB will design and purchase the bookmarks.



Tote Bag Sponsor | \$8,000

1 Exclusive Sponsorship Available

The first 1,000 attendees will receive a tote bag branded with both the GPFB logo and your organization's logo. The sponsor can provide a marketing piece or promotional item to be included in the tote bags. The GPFB will design and purchase the tote bags.



Volunteer T-shirt Sponsor | \$2,500

1 Exclusive Sponsorship Available

All volunteers will receive a free t-shirt to wear throughout the day, branded with both the GPFB logo and your organization's logo. The GPFB will design and purchase the t-shirts.



Program Ads

Half-Page Program Ad | \$250

One full-color, half-page program ad on behalf of your organization will be featured in the Festival program booklet, handed out on the day of the event. Ad artwork is due by April 19.

Full-Page Program Ad | \$500

One full-color, full-page program ad on behalf of your organization will be featured in the Festival program booklet, handed out on the day of the event. Ad artwork is due by April 19.



FESTIVAL SPONSORSHIPS

All Festival sponsorships are available at a first-come, first-paid basis, receive only the benefits listed below and do not include benefits listed for General Sponsorships.



Launch Party Sponsor | \$20,000

1 Exclusive Sponsorship Available

Sponsor the Festival Launch Party, hosted the evening before the Festival on May 10. Festival authors, poets, sponsors, attendees and more will gather to enjoy live music, refreshments and hors d'oeuvre while celebrating Pittsburgh's literary community. Your organization will be highlighted as the event's sponsor. Signage will be at the event with your organization's logo.



Welcome Tent Sponsor | \$20,000

1 Exclusive Sponsorship Available

All attendees will check in at the welcome tent to get their free merch, festival program and campus map. Signage will be at the welcome tents with your organization's logo.



Stage Sponsor | \$20,000

1 Exclusive Sponsorship Available

The stage will be referred to as "The <YOUR ORGANIZATION> Stage" in the program and on the campus map. Signage will be on the stage with your organization's logo.



Poetry Tent Sponsor | \$20,000

1 Exclusive Sponsorship Available

The poetry tent will be referred to as "The <YOUR ORGANIZATION> Poetry Tent" in the program and on the campus map. Signage will be at the poetry tent with your organization's logo.



Children's Area Sponsor | \$20,000

1 Exclusive Sponsorship Available

The children's area will be referred to as "The <YOUR ORGANIZATION> Children's Area" in the program and on the campus map. Signage will be at the children's area with your organization's logo.





2024 SPONSORSHIP AGREEMENT FORM

SPONSOR LEVEL

Please select the following sponsorship(s) you are committing to:

GENERAL SPONSORSHIPS

- Author | \$25,000
- Editor | \$15,000
- Bookworm | \$10,000
- Scholar | \$5,000
- Reader | \$2,500

FESTIVAL SPONSORSHIPS

- Launch Party Sponsor | \$20,000
- Welcome Tent Sponsor | \$20,000
- Stage Sponsor | \$20,000
- Poetry Tent Sponsor | \$20,000
- Children's Area Sponsor | \$20,000

ITEMIZED SPONSORSHIPS

- Tote Bag Sponsor | \$8,000
- Volunteer T-shirt Sponsor | 2,500
- Bookmark Sponsor | \$1,500

PROGRAM ADS

- Full-Page Ad | \$500
- Half-Page Ad | \$250

Information regarding artwork submission can be found on the next page.

CONTACT INFORMATION

Company Organization Name (as you wish to be listed)

Address

City, State, Zip Code

Website

Contact Person

Phone Number

Email

PAYMENT METHOD

CHECK

Please make check payable to:
Carnegie Library of Pittsburgh
ATTN: Laura SanBoeuf Paris
130 S. Whitfield Street, Pittsburgh, PA 15206

Include a copy of the completed sponsorship agreement form when submitting payment.

ONLINE

To make a payment online, visit
pittsburghbookfestival.org/donate.

Submit your completed sponsorship agreement form to sanboeufparisl@carnegielibrary.org.

PHONE

To make a payment over the phone, call 412-622-6276. Submit your completed sponsorship agreement form to sanboeufparisl@carnegielibrary.org.

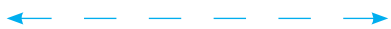
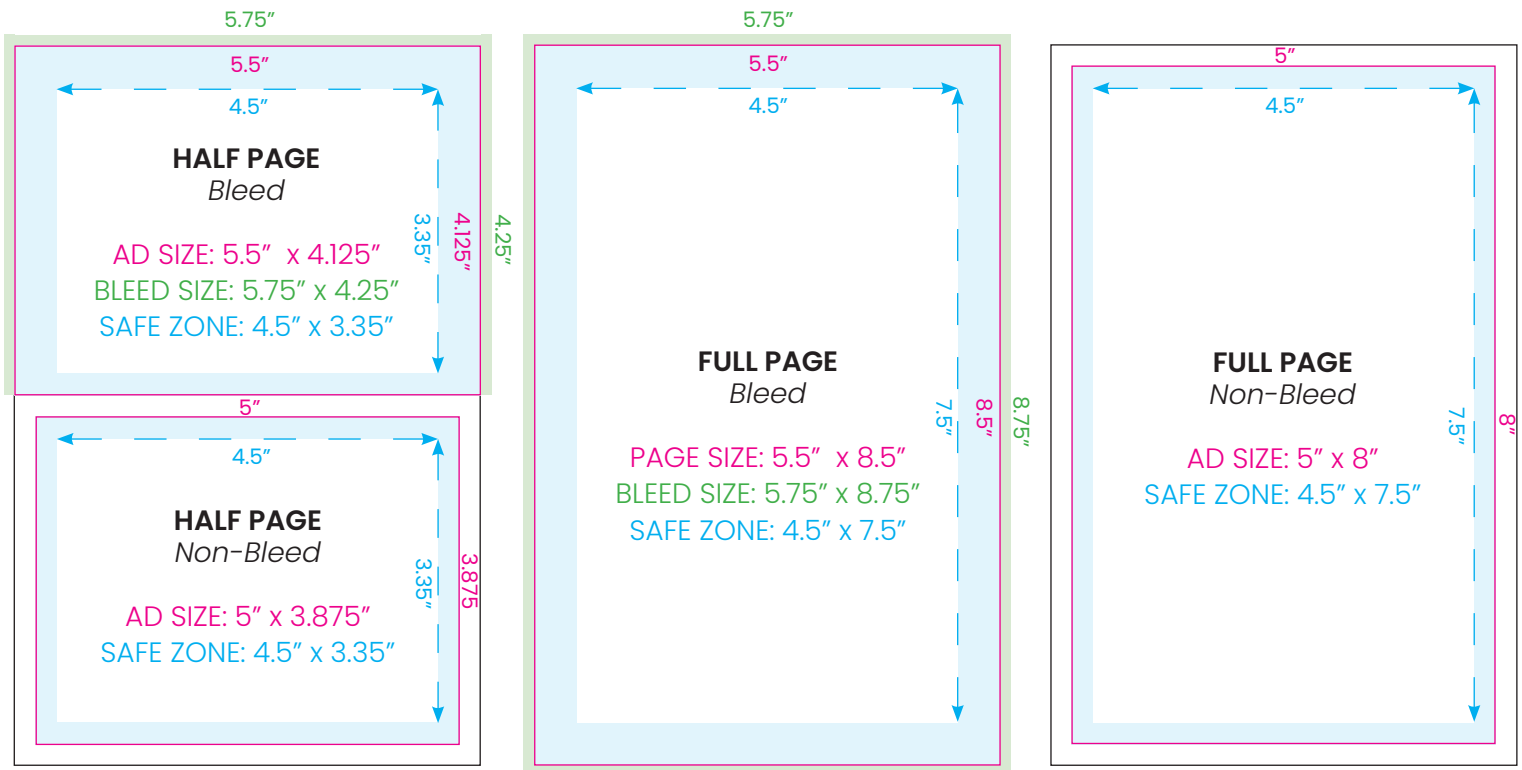
Thank you for your generous support!

A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling, toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.



PROGRAM AD FILES:

- Program is printed **full color** and has a trim size of **5.5" x 8.5"**.
- Ad artwork is due by **April 19**. Please e-mail artwork to **miranda@mindfulcreative.com**.
- Accepted **high resolution** files:
 - jpg (300dpi)
 - packaged InDesign file
 - pdf (High Resolution)
 - packaged Illustrator file
- Files should only use CMYK colors (no RGB, PMS, or spot colors).
- Convert images to CMYK and 300 dpi.
- If you choose to submit a packaged file it must include all placed art, images, fonts and reference pdf.



SAFE ZONE GUIDES: These guides are established to allow a safe margin to ensure your message and logo does not get too close to the trim of the page.