



MBFI IN BRIEF

Mission: The mission of the Book Fair is to promote reading, encourage writing, and heighten awareness of books in our multi-ethnic community.

History: Founded as Books by the Bay in 1984 by Miami Dade College, Wolfson Campus, **Miami Book Fair International** (MBFI) is a 501(C)3 non-profit corporation. Since 2002, the Book Fair is an integral part of **The Florida Center for the Literary Arts**, an academic and cultural arts initiative of Miami Dade College.

When: The Book Fair is held for a period of eight days in November. The 28th edition will take place from November 13 – 20, 2011. *Evening With...* sessions take place from Sunday through Friday (11/13-18), with the three-day weekend **Street Fair** taking place from that Friday through Sunday (11/18-20).

Where: The Fair takes place on the Wolfson Campus of Miami Dade College, in the heart of Downtown Miami.

The Fair:

- Welcomes over 350 authors every year (436 in 2010)
- Consistently attracts more than 200,000 attendees (local, national and international) during the eight days each year
- Features an average of 300 events each year, including author presentations, panel discussions, workshops and entertainment; for children and adults
- Plays host to nearly 200 national and international exhibitors for the three-day Street Fair every year
- Is supported by more than 1,000 volunteers from the community who donate their time
- Received 41% more visits to the MBFI Web site in 2010 than in 2009
- Consistently receives high rankings among cultural organizations from both the Miami-Dade Cultural Affairs Council and the State of Florida Arts Council
- Out-of-town visitors generated almost \$3 million dollars for local hotels, attractions, restaurants and merchants during the 2010 event

ABOUT OUR ATTENDEES

- 70% are between the ages of 18 and 54
- 67% have at least one college degree
- 46% have a household income of at least \$50,000
- 63% are female
- 45% are Caucasian, 40% are Hispanic, 8% are African-America/Black, 7% other or mixed
- 31% of out-of-town guests patronized local restaurants
- 96% are likely to attend the following year
- **41% would be more inclined to patronize a company if it were a sponsor of the Book Fair**

Miami Book Fair International

November 13 - 20, 2011 | STREET FAIR: November 18 - 20

MBFI PROGRAMS

- Festival of Authors
- Three-day Street Fair
- *Evening With...* series (5 nights)
- Inaugural events (first Sunday)
- Iberoamerican Program
- Student Literary Encounters (outreach and on fairgrounds)
- Children's Alley
- Individual Children's Alley themed tent
- Once Upon A Time... Stage (Entertainment)
- ... Happily Ever after Stage (Storytelling)
- Comix Galaxy
- The School of Comics & Graphic Novels
- Kids Comic Con
- Teens & Tweens Program
- Write Out Loud Café and Café Siqueiros
- The Idea X-Change
- Volunteer Teams (Community & High School)
- Featured Country (candidates under consideration)

SPECIAL EVENTS

- Authors' Party
- Twilight Tastings (Individual reception, or full series of six)
- Rock Bottom Reminders Concert
- World Entertainment Stage (three-day weekend Street Fair)

OTHER BRANDING OPPORTUNITIES

- Authors "Green Room"
- Friends of the Fair/VIP Hospitality Suite
- Credential Lanyard
- Information Booths/Map Kiosks
- Branded MBFI Merchandise
- Individual Venues (Chapman Conference Center, Batten Room, Auditorium, etc.)
- Event Ticketing
- Audience Survey

MARKETING REACH

- MBFI 2010 marketing efforts generated more than 32,500,000 gross impressions (45% included sponsor recognition)
- Credentialed representatives from more than 100 media outlets
- Local, national and international print and online advertising
- Local outdoor advertising, with more than 3,375,000 impressions
- Local distribution (promotional "rave cards", promotional posters (including Sponsor logos), more than 1,000,000 impressions)
- 2,100 followers on Twitter
- 2,800 fans on Facebook
- More than 3,500 email addresses reached
- 37% increase in unique visitors to the MBFI in last year
- 41% increase in activity on MBFI Web site in last year

Miami Book Fair International

November 13 - 20, 2011 | STREET FAIR: November 18 - 20

CORPORATE SPONSORSHIP BENEFIT PACKAGE HIGHLIGHTS

(Detailed package outlines available upon request)

- **Premier Level** (\$40,000 and up) Packages can contain:
 - Opportunity to be Presenting Sponsor of a Feature MBFI Program (such as Children's Alley, the Street Fair, etc.)
 - Two 12'x12' booths in prime location for the 3-day Street Fair, with MBFI promotion (Twitter, Facebook, email blasts, etc.)
 - Guaranteed exposure in MBFI media buy
 - Most Prominent on-screen recognition in premium venues preceding presentations, and other selected sites
 - Print and Online Advertising (Skyscraper) on Premium Pages of MBFI Web site (\$50,000 and above)
 - Logo Recognition on MBFI Web site with link
 - Category Exclusivity
 - Branding Opportunities
 - *Evening With...* and Premier Weekend session tickets
 - Invitations to Official Parties and Receptions
- **Associate Level** (\$25,000 Level) Packages can contain:
 - Opportunity to be Presenting Sponsor of a Premier Program or Event (such as Iberoamerican Program, Author's Party)
 - One 12'x12' booth for 3-day Street Fair¹, with MBFI promotion (Twitter, Facebook, email blasts, etc.)
 - Prominent on-screen recognition in premium venues preceding presentations, and other selected sites
 - Logo Recognition on MBFI Web site with link
 - Category Exclusivity
 - Branding Opportunities
 - *Evening With...* and Premier Weekend session tickets
 - Invitations to Official Parties and Receptions
- **Co-Sponsor Level** (\$10,000 Level) Packages can contain:
 - Opportunity to be the Official Sponsor of a MBFI Program or Venue (such as individual Children's Alley tent, etc.)
 - On-screen recognition in selected venues preceding weekend presentations
 - Logo Recognition on MBFI Web site with link
 - Sampling Opportunities (as appropriate)
 - Distribution of promotional materials (as appropriate)
 - Sponsor Information Area (located in the heart of the fairgrounds)
 - Friends of the Fair/VIP Hospitality Suite
 - Authors "Green Room"
 - *Evening With...* and Premier Weekend session tickets
 - Invitations to Official Parties and Receptions
- **Supporting Level** (\$5,000 Level) Packages can contain:
 - Individual hosting opportunity (such as Weekend Session, individual Twilight Tasting, etc.)
 - Logo Recognition on MBFI Web site with link
 - Sampling Opportunities (as appropriate)
 - Distribution of promotional materials (as appropriate)
 - Sponsor Information Area (located in the heart of the fairgrounds)
 - Friends of the Fair/VIP Hospitality Suite
 - Authors "Green Room"

¹ Certain restrictions apply

Miami Book Fair International

November 13 - 20, 2011 | STREET FAIR: November 18 - 20

PROMOTIONAL SPONSOR BENEFIT PACKAGE HIGHLIGHTS

(Detailed package outlines available upon request)

- **Media**
 - **Premier Promotional Sponsor Level** (\$40,000 and up) Packages can contain:
 - Opportunity to be Presenting Sponsor of a Feature MBFI Program or Venue
 - Location on fairgrounds for media vehicle (trailer, etc.) or one 12'x12' booth
 - Most Prominent on-screen recognition in premium venues preceding presentations, and other selected sites throughout the fairgrounds
 - Print and Online Advertising (Skyscraper or Banner) on Premium Pages of MBFI Web site
 - Industry Exclusivity
 - *Evening With...* and Premier Weekend session tickets
 - Invitations to Official Parties and Receptions
 - Logo Recognition on MBFI Web site with link
 - Inclusion in Sponsor Press Release (shared)
 - **Promotional Sponsor Level** Packages can contain (based on contribution level):
 - Opportunity to be the Official Sponsor of an individual MBFI program or event
 - Prominent on-screen recognition in premium venues preceding presentations, and other selected sites throughout the fairgrounds
 - Distribution of promotional materials or branded merchandise (as appropriate)
 - Sponsor Information Area (located in the heart of the fairgrounds)
 - Friends of the Fair/VIP Hospitality Suite
 - Authors "Green Room"
 - *Evening With...* and Premier Weekend session tickets
 - Logo Recognition on MBFI Web site with link
 - Inclusion in Sponsor Press Release (shared)

As a 2011 Miami Book Fair International Sponsor, you will be able to:

- Target our diverse and educated audience composed of local residents and visitors from around the state of Florida, the U.S., and the world;
- Send a positive message to other sponsors and exhibitors; and
- Be an important part of the largest and finest event of this kind in the nation.

For more information, or to receive a detailed sponsorship package description, please contact:

Elaine Parker
Corporate Relations Manager
Miami Book Fair International

Miami Dade College
300 N.E. 2nd Avenue, Suite 4102
Miami, FL 33132

(305) 237-3510 (direct)
eparker@mdc.edu