

Miami Book Fair



Miami Dade College

2015 SPONSOR RECAP



#miamiREADS

thank you!

On behalf of everyone who enjoyed the 2015 Miami Book Fair, we want to thank all of our sponsors for your generous support. Thirty two years of Miami Book Fair have proved one thing — our community loves books and will come out in droves to celebrate, and participate, in the culture of ideas the Fair encourages.

Pre-Book Fair events started... In September! Salman Rushdie presented his newest novel as part of our countdown to the Fair programs. He was followed by five other notables over the next 45 days, including Rick Riordan, Cindy Crawford, Tim Weiner and several others. On Sunday, November 15 as part of the opening day, legendary musician and National Book Award-winner Patti Smith was preceded by jazz star Paquito D'Rivera in conversation with author and cultural critic Ilan Stavans, and we then we spent the next seven days in the company of more than 700 of the best writers from the U.S. and around the world, including British writer Jeanette Winterson; the first Jamaican winner of the Man Booker Prize, Marlon James; renowned news anchor Tom Brokaw; 25 of this year's National Book Awards winners and finalists; two poet laureates, Kay Ryan and Juan Felipe Herrera; and Peggy Noonan, one of the most astute political writers of our generation.

The Fair featured hundreds of thought-provoking programs and fun events. Too many to highlight here. The good news is: If you couldn't make it to Miami Dade College's Wolfson Campus to take part of it all, you can watch it online! Partnerships with C-Span's BookTV and Detroit Public Television, and the good work of local tech company, UA in Media, made it possible for us to live stream (and archive) many of the Fair's programs, as well as interviews with Fair authors. Visit our website, click on the links and enjoy!

In great part due to the support of sponsors like you, the Fair has been able to respond to our community's wants over the last 32 years. We've brought dozens of independent and mainstream publishers to sell books during Street Fair and reimagined our children's programs— giving free books to thousands of kids to encourage the love of reading. Among our new ventures this year, we added

a Porch! Comfy outdoor furniture, a pop-up bookstore, giant sculptures, music, games and activities (coloring for grown-ups!) a farmer's market and café and much more, created the perfect environment to hang out in fellowship with fellow Book Fair-ers.

The buzz of the Fair continues, and planning for 2016 has already begun. Every year our goal is a better Book Fair, the creation of a gathering where everyone in our community, and beyond, can find their place. We know that you champion the values Miami Book Fair and Miami Dade College represent — inclusiveness, educational excellence, intellectual growth, and respect for all points of view — we look forward to working together with you next year on an even better event.

Our sincere thanks,
The Miami Book Fair Team

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sponsor highlights

Our sponsors support the Book Fair in numerous ways, from providing support to our core programs such as author sessions, the Street Fair and our Generation Genius Days (children's programs) to more creative and unique partnerships that help support programs and events like The Swamp, The Porch, The Kitchen, and the Author's Party that help make the Book Fair the singular event that it is.

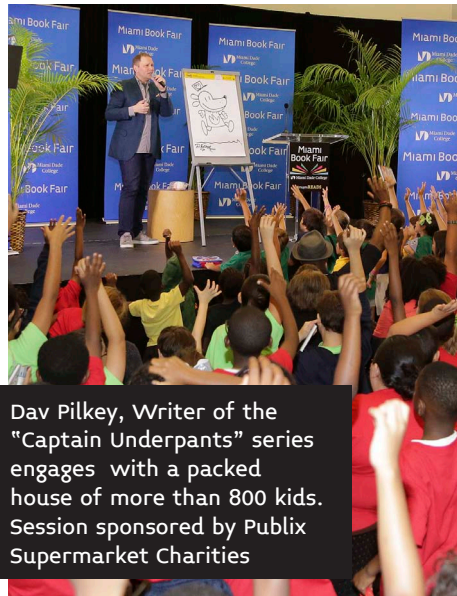
Below are a few examples of our great sponsors and the various ways we partner with them. We have also provided more in-depth highlights of some last year's sponsors over the next few pages:



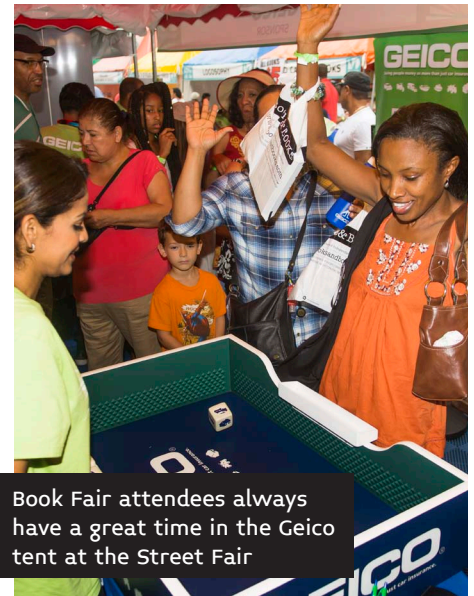
The Porch, the newest addition to the Book Fair, was the place to congregate at last year's Book Fair. Sponsored by the Miami Foundation



More than 400 of last year's authors partied with each other and Book Fair VIPs at the Author's Party sponsored and hosted by the Standard



Dav Pilkey, Writer of the "Captain Underpants" series engages with a packed house of more than 800 kids. Session sponsored by Publix Supermarket Charities

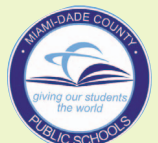


Book Fair attendees always have a great time in the Geico tent at the Street Fair



Chef Rosemary Parkinson, one of 25+ world class chefs featured in "The Kitchen" sponsored by the DDA

Special Thanks



A special thanks to the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners. Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture, Miami-Dade County Public Schools and the Miami Downtown Development Authority.

sponsor highlights

Premier Sponsor, The Knight Foundation

The Knight Foundation was the leading sponsor of the 2015 Book Fair.

They generously sponsored the Swamp for a second year, which showcased Florida writers, music, dance, film, history, and art in a funky pop up lounge in the heart of the Fair. Swamp events were eclectic and fun and the audience was treated to a burlesque show (CircX), shadow puppet theatre, the Moth, Spam All Stars, and a tribute to Que Pasa USA. In total, The Swamp featured more than 40 events with multiple cultural organizations and partners and welcomed an estimated 7,000 people over the eight days of the Fair.

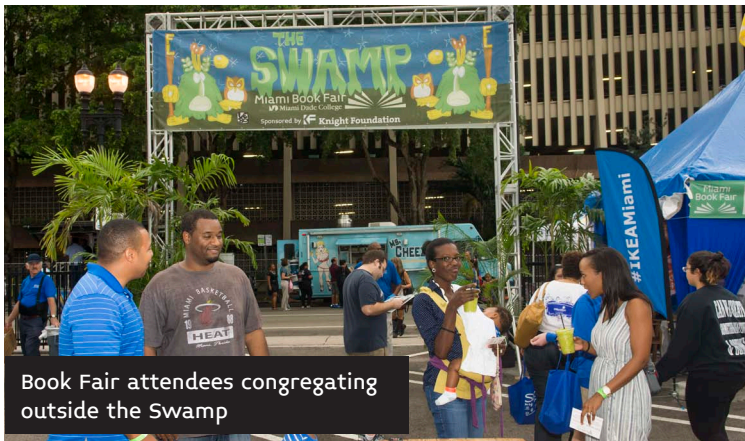


The Knight Foundation also sponsored a series of author sessions throughout the week including:

- The Friday Night Evenings With the **National Book Awards**, which featured short readings from 25 of this year's NBA winners and finalists.
- As well as a **A Tale of Three Cities** featuring Juliana Barbassa, David Maraniss, and Les Standiford; **United We Stand: What's Happening in Publishing** featuring a host of today's top publishers; and **Building Communities and Creating Change through Digital Storytelling**.

The Knight Foundation also sponsored **20+ Small Presses, Independent Publishers, Zine and Art Books** allowing us to invite amazing and award-winning houses like City Lights, Copper Canyon, Graywolf, Melville House, Anaphora Literary Press, Archipelago, GrayWolf, and Read Jamaica among others.

Lastly, the Knight Foundation sponsored **PBS/Book View Now** which allowed PBS audiences across the country to enjoy the Book Fair courtesy of Detroit Public Television (DPTV) who distributed coverage via multiple platforms including PBS.org, PBS station websites and World Channel.



Book Fair attendees congregating outside the Swamp



National Book Award winners and finalists preparing to read at their "Evenings With" session



The Moth at the Swamp welcomed 300+ plus people to enjoy true stories told by Miami's own storytellers



True Tales of Three cities was one of the many great sessions sponsored by the Knight Foundation

BOOK VIEW NOW

Book View Now - Latest News

NOV 12 2015 **Miami Book Fair 2015 Schedule**
Posted by Cheryl Jamerson Nov 12, 2015 at 1:00 am

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Tweets by @BookViewNow

Book View Now
@BookViewNow
A children's book list to celebrate Women's History Month from @PBS & @knightfnd
to.pbs.org/1W2PvH

Book View Now allowed an additional 320,000+ people from across the country to enjoy the Miami Book Fair

Premier Sponsor, **OHL-Arellano**

OHL-Arellano generously sponsored the 2015 Street Fair.

The three-day Street Fair (November 20-22), is the soul of the Book Fair with more than 200 national and international exhibitors selling millions of books. 100,000+ attendees not only enjoyed the huge number and variety of books for sale, but also the live music, street performers, children's activities, and delicious food of every variety. Not to mention entire sections dedicated to comics (Destination Comics) and up-and-coming regional writers (Writers Row).

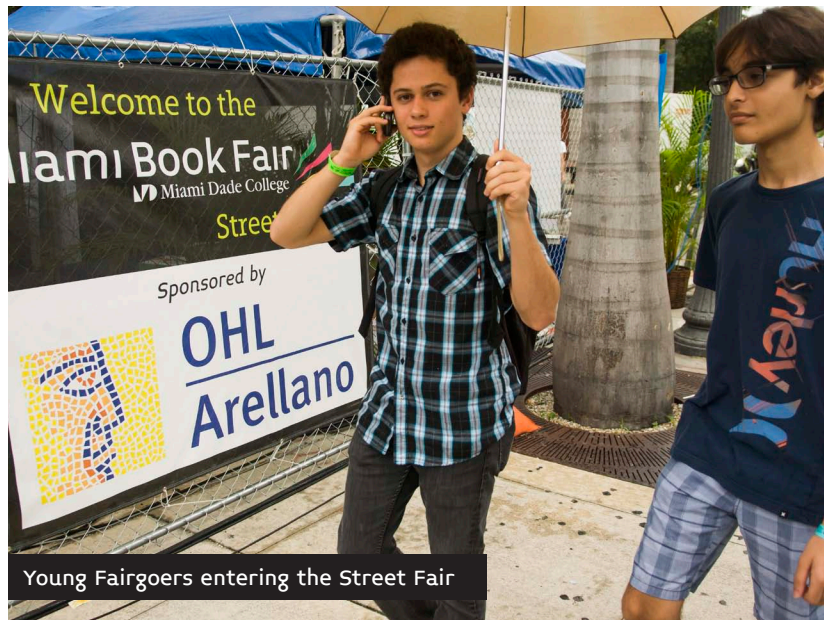
Attending vendors/publishers this year included Books & Books, Harper Collins, Houghton Mifflin, Grove Atlantic, and Akashic Books just to name a few.



OHL Arellano



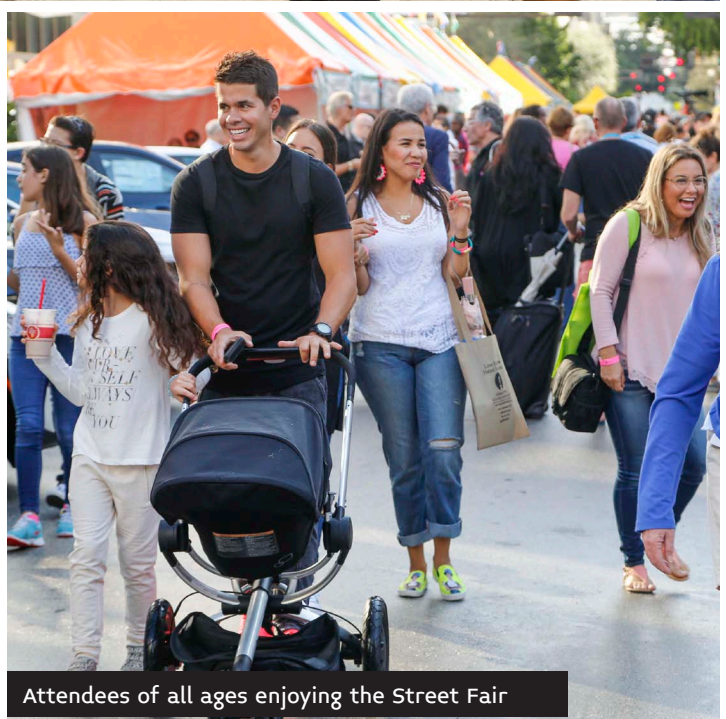
Attendees taking a break from the Street Fair at one of the 300+ author sessions



Young Fairgoers entering the Street Fair



Young adults perusing and buying books at the Street Fair



Attendees of all ages enjoying the Street Fair

sponsor highlights

Premier Sponsor, **The Batchelor Foundation**

Thanks to generous sponsors like The Batchelor Foundation, more than 19,000 kids were able to enjoy Generation Genius programming at the Fair. Generation Genius Days programs foster literacy, promote reading and encourage learning.

Generation Genius consists of interdisciplinary programs that encourage learning and imagination through reading and writing, storytelling, art, music and theatre. Programs at the 2015 Book Fair included:

Generation Genius Children's Alley: An educational and literary playground dedicated to children. Authors, storytellers, puppeteers, dancers and musicians bring stories to life on a plaza in the heart of Street Fair.

Generation Genius Authors: Author readings and creative writing workshops for children and teens, at the Fair, and in classrooms all over Miami. Free books for all, thanks to Book Fair's generous sponsors.

Participating authors and performers at this year's Fair included Dav Pilkey, Congressman John Lewis, Melissa De La Cruz, Christina Diaz Gonzalez, Ali Benjamin and Dave Barry. Performers included the Story Pirates, Lucky Diaz and the Family Jam Band, National Geographic for Kids, Greater Miami Youth Symphony, and Guitars Over Guns.

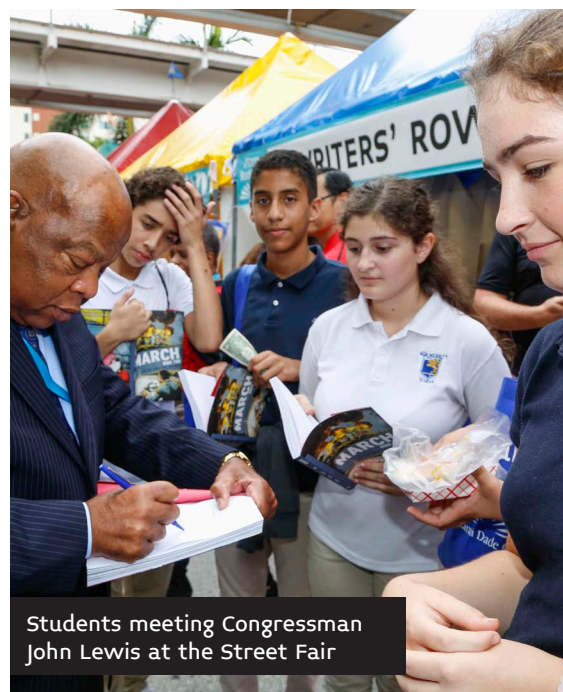
The Batchelor Foundation



Young children enjoying their visit to the Book Fair



Students in GGA session with Dave Barry, Adam Mansbach and Alan Zweibel



Students meeting Congressman John Lewis at the Street Fair



Students with author Christina Diaz Gonzalez at writing workshop

Thanks to the support of the Batchelor Foundation and our other Children's programs sponsors, we:

- Distributed more than 7,600 books
- More than 19,000 kids attended Children's Alley and GGA
- More than 8,400 students from 120 South Florida Schools participated in Generation Genius Authors
- Held more than 105 separate performances and authors sessions

Associate Sponsor, **South Motors**

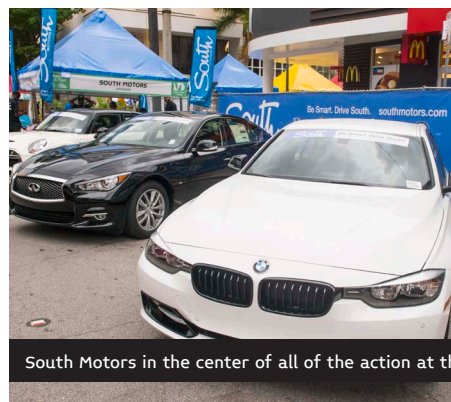
South Motors sponsored this year's festival of authors which brought more than 600 authors to Miami and is the heart of the Book Fair's Street Fair weekend. From newcomers to Nobel Prize winners, the Fair features the greatest line-up of authors in the country.



South Motors, with six dealerships in Miami, showcased six of their most popular cars all week long and at the weekend Street Fair.

In addition to the estimated 200,000+ people who attended the eight days of the Book Fair seeing their stunning cars, we also helped South Motors reach new potential customers in other ways:

- Ticket Giveaways and other social media efforts that resulted in nearly 120,000 impressions across Facebook, Twitter, and Instagram
- Our 2,000+ volunteers wore South Motors branded shirts for all of their volunteer assignments
- A banner ad on our website resulted in more than 315,000 views and logo placement in 10+ Miami Herald ads reached a million+ subscribers
- A Book Fair preview held at one of their dealerships brought people into their showrooms as did making South Motors the exclusive pick up location for the last year's Fairgoers Guide for a special two week time period



Associate **The de Groot Foundation**

The Authors that come to the Fair and the sessions where they get to engage with our enthusiastic attendees is one of the primary things that make the Miami Book Fair such an incredible literary event.

Thanks to the de Groot Foundation, who sponsored five of the thought provoking and anticipated sessions of the 2015 Book Fair. Author sessions they sponsored included:

- An Evening with Robert Reich who discussed *Saving Capitalism: For the Many, Not The Few*.
- Stacy Schiff who discussed *The Witches of Salem, 1692*
- Ted Koppel who discussed *Surviving a Cyber Attack*
- The American Lives: Memoirs from American Greats session featuring Elizabeth Alexander, Sandra Cisneros, and Mary Karr
- Rosabeth Moss Kanter who discussed *Move: Putting America's Infrastructure Back In the Lead*



@miamibookfair



/miamibookfair

#miamibookfair2015

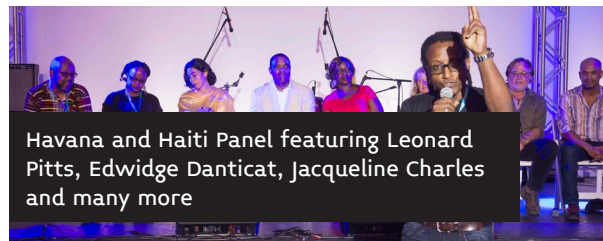
Miami Dade College

sponsor highlights

Associate Sponsor, the Green Family Foundation

We always kick off the Book Fair with one of our biggest headliners and this year was no different with Patti Smith starting things off Sunday November 15th thanks to the support of the Green Family Foundation.

The Green Family Foundation also helped us focus on Haitian books, writers, and culture in a way we have not been able to in the past. This was an exciting new development for the Book Fair as Haitians are such significant part of the Miami community. Specific sessions sponsored by the Green Family Foundation that featured Haitian writers and artists included:



- Havana and Haiti: Reshaping the New Americas and the World – A lively panel featuring a diverse group of Haitian and Cuban writers and journalists
- Havana and Haiti: Two Cultures, One Community – a large scale photo exhibit featuring the stunning photography of Pulitzer Prize winner photojournalist Carl Juste and award winning Miami Herald Journalist C.W. Griffin
- "Land of Upheaval: A Literary Journey Through Haiti's Modern History"
- "EXPATS! Haitian Women Poets in Exile: A Trilingual Reading in English, French, and Haitian Creole"
- We Are Extraordinary, *Mama's Nightingale* (Edwidge Danticat)
- *Memoirs of Place: MJ Fievre and Others*

Co-Sponsors

Miami Book Fair would like to thank all of our 2015 Co-Sponsors

Co-Sponsor spotlight:

The Miami Marlins supported the Street Fair this year. In addition to bringing their 24 x 12 mobile unit to entertain everyone at the Street Fair, they also supported our author session with Mitch Albom discussing his new book *The Magic Strings of Frankie Presto*.

The Marlins Ayudan employee volunteer team also helped support the Read to Learn Books for Free program by helping us set up two tents at the Street Fair where we sold donated books to raise money for the program. The same team also helped us with our Give Miami Day efforts helping us to raise more money than we ever have.

Other co-sponsors included **GMCVB, American Airlines, The Miami Foundation, Follett Higher Education, Publix Super Markets Charities, Meredyth Anne Dasburg Foundation, Livalo, Peacock Foundation, The Children's Trust, Holtz Children's Hospital, Geico, The Buoniconti Fund, TD Bank, Early Learning Coalition of Miami-Dade/Monroe, Miami International Airport, Juan Valdez Café, The Standard, IKEA, Miami Parking Authority, and Miami-Dade Transit.**



Supporting Sponsors

Miami Book Fair would like to thank all of our 2015 Supporting Sponsors

Supporting Sponsor spotlight:

Wells Fargo sponsored this year's Generation Genius Authors program which saw more than 8,400 Miami Dade County public school students come to the Fair on Friday November 20th to attend sessions with world class authors including Dav Pilkey, Congressman John Lewis, and Ridley Pearson (whose individual sessions they introduced and sponsored). Introducing Ridley Pearson allowed them to engage with the more than 800 MDCPS students who attended the session.

Other Supporting Sponsors included **Alvah H. & Wylene P. Chapman Foundation, FPL, iPic Movie Theatre North Miami Beach, Staples Foundation, Carnival Foundation, So Delicious, Yes Workspaces, Liebe and Seth Gadinsky, United Teachers of Dade, Scholastic, The Women's Fund, Lombardi Properties, Play-in, Tri-Rail, Adrienne Arsht Center, UBER, Yelp, and www.Book.club**



Wells Fargo Representative introducing Ridley Pearson to a packed house



Ridley Pearson engaging with the lively crowd of MDCPS students



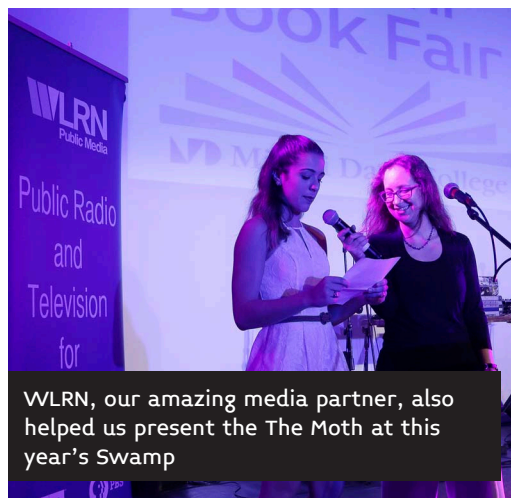
800+ MDCPS listening intently as Ridley Pearson speaks

Media Sponsors

Miami Book Fair would like to thank all of our 2015 Media Sponsors

Without our Media Sponsors helping us spread the word and promote the Book Fair, we would not be the largest and longest standing Book Fair in the Country. Support ranged from print ads in the Miami Herald, Miami New Times and Caribbean Today, to commercials on Comcast Channels, NBC 6 and Univision. From radio spots on WDNA, Classical South Florida, and WLRN to the numerous stories in Diario Las Americas, South Florida Times and so many of our other partners, our Media Sponsors are a large driver of the more than 200,000 attendees at the Fair each year.

And with exciting partnerships with **C Span 2 Book TV** and **Detroit Public Television**, the Book Fair is also reaching millions of people across the country both online and in their living rooms with special TV and Video on Demand coverage of the Fair.



WLRN, our amazing media partner, also helped us present the The Moth at this year's Swamp



Miami Herald is our largest Media Sponsor – we love having them at the Street Fair



Long time media sponsor C-Span Book TV broadcasts live from the Fair every year



@miamibookfair



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#miamibookfair2015



Miami Dade College

marketing & promotion

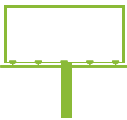
The 2015 Miami Book Fair generated nearly 250 million identified impressions through marketing, promotional and advertising campaigns for the 2015 Book Fair. Our outreach efforts for the 2015 Book Fair increased in scope and strategy as well as national and regional impact. A few highlights of the marketing campaign include:



Social Media - our robust social media efforts resulted in more than 207 million impressions across our various platforms. We conducted twitter chats with attending authors, held giveaways from our sponsors, promoted specific Book Fair events, and highlighted partners and their initiatives. Our efforts led to three times the engagement on Instagram and two times the engagement on Facebook over 2014. **We also generated nearly 5 million social media impressions specifically targeted to our sponsors.**



Online - email blasts, ads and other online promotions led to 8.5 million impressions through national efforts and through work with local partners such as The Miami Herald, Miami New Times, and Greater Miami Convention & Visitors Bureau and niche publications like South Florida Gourmet, Munchkin Fun and South Florida Parenting. **Many of our ads featured or thanked our various sponsors.**



Outdoor/On Site - Our outdoor marketing campaign led to nearly 13,000,000 million impressions through leveraging partnerships with Miami-Dade County Transit, Tri-Rail, and others to place posters in Metrorail and Tri-Rail cars and platforms, street pole banners, Metrobuses and Miami International Airport. **Our ads featured or thanked our various sponsors.**



Media - 14,000,000+ millions impressions were generated by national, regional and local media marketing efforts. Our partners included: NBC 6, WLRN 7, Comcast, Miami Herald, Univision Radio and TV, Miami New Times, C-Span, and PBS/DPTV. **Many of our ads featured or thanked our various sponsors.**

We also had more than 250 stories about the 2015 Book Fair appear in various print, tv, radio, and online sources including the following:



Print: 85 stories in the Miami Herald, Miami New Times, Huffington Post, New York Observer, Ocean Drive and many more

Radio: 26 stories on WLRN, WDNA, WIOD, Radio Caracol, Univision, Webmaster Radio among others

TV: 32 stories on NBC national and local, WLRN, PBS national and local, and WLRN plus others

Online: 110 stories on various sites including most of our print, radio, and tv partners as well as lithub.com, socialmiami.com, bizbash.com, Knight Foundation, and Artzine.

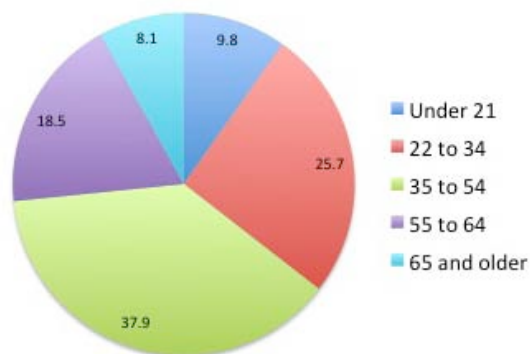


Examples of Miami Herald ads that ran throughout the week of Book Fair

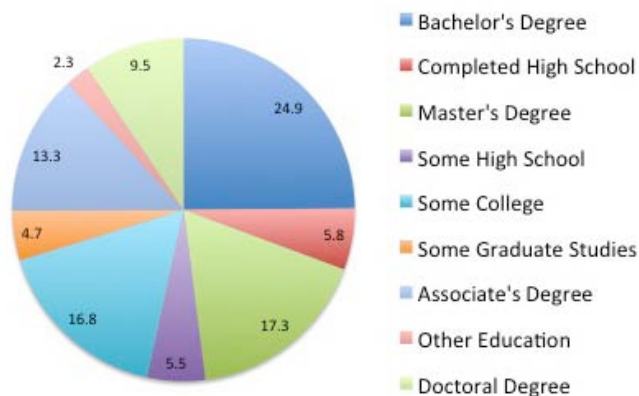


Book Fair demographics

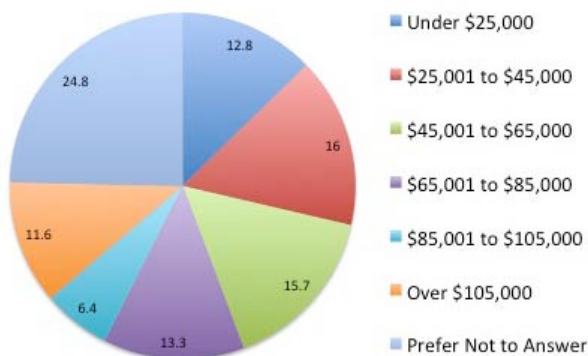
Age



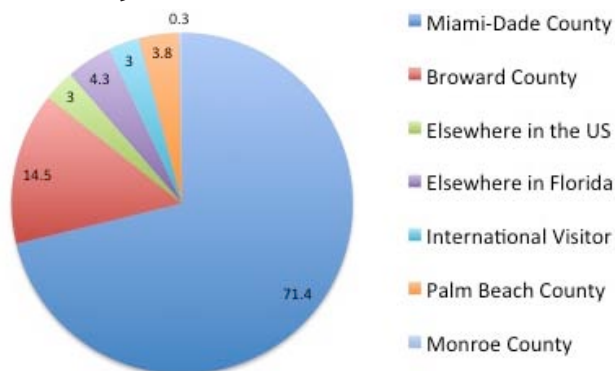
Education



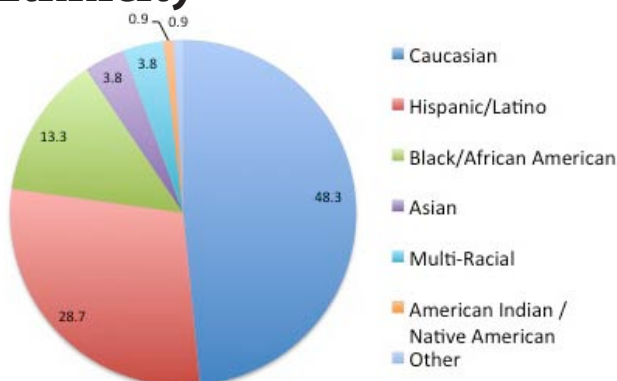
Income



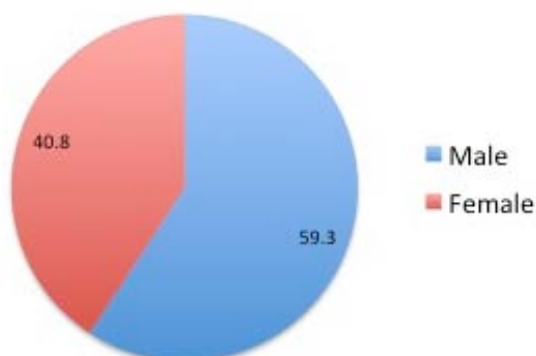
Primary Residence



Ethnicity



Gender



A survey of more than 1,200 Book Fair stakeholders done in partnership with the nationally respected research firm Bendixen and Armandi found the following:

- 97% of all fairgoers were either very satisfied (74%) or somewhat satisfied (23%) with their experience at the Book Fair
- 98% of fairgoers said they are very likely (86%) or somewhat likely (13%) to return to the Book Fair in the future
- 98% of vendors/exhibitors (including sponsors) said they would be very likely (80%) or somewhat likely (18%) to recommend Miami Book Fair to other vendors.
- 92% of authors, publishers/publicists, vendors/exhibitors rated their experience as excellent (66%) or good (26%)
- 55% of fairgoers said they would be willing to support the Book Fair financially in the future and 67% said they would be interested in attending author events, similar to those at the Book Fair, if they happened throughout the year

2015 Miami Book Fair by the numbers

200,000

total number of visitors to 2015 Miami Book Fair



40

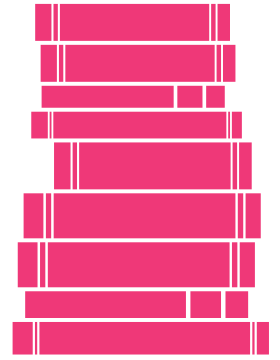
countries
represented
by presenting
authors



740
authors



674 sessions held during
the eight days, including cooking demos
and culinary discussions, Children's Alley
storytelling and entertainment, live music,
author presentations for children
and at The Swamp



7,643
books given FREE
to children

1 million books for sale



2,200
volunteers
powered the Fair in 2015



36 million times
#miamibookfair2015
used on
social media



238
exhibitors,
including publishers,
bookstores and
community
organizations



39 corporate sponsors,
institutional supporters
and foundations
contributed a total of

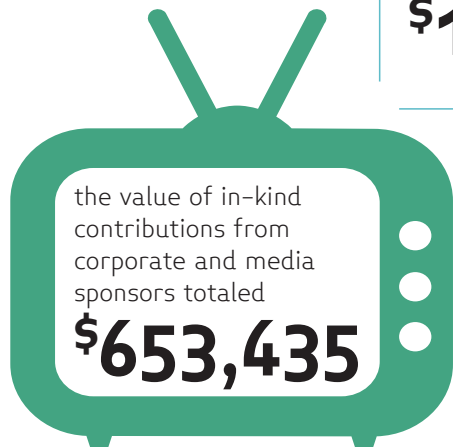
\$673,213

523
Friends of the Fair
donated more than

\$153,671



19,984 children
enjoyed and learned at the Fair



the value of in-kind
contributions from
corporate and media
sponsors totaled

\$653,435



32 author sessions in local
schools, reaching 1,560 students



14
million
impressions
generated by
national and
local media
partners