



BUILDING COMMUNITY SINCE 1984

37TH ANNUAL MIAMI BOOK FAIR

Sponsorship

OPPORTUNITIES

With 200,000+ attendees,
the largest and longest
standing Book Fair in America

MIAMIBOOKFAIR.COM

NOVEMBER 15 – 22, 2020 / Street Fair: NOVEMBER 20 – 22

Miami Book Fair Miami Dade College

2019 MIAMI BOOK FAIR



George Will



Author's Party at The Standard Hotel



Ridley Pearson and 800+ students



South Motors at the Street Fair



Live Music at The Porch



John Waters

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ABOUT MIAMI BOOK FAIR

Founded as Books by the Bay in 1984, the Miami Book Fair has grown over its 37 year history into one of the most significant cultural undertakings in the region, and still the largest and finest book fair of its kind in the nation. **The Book Fair encompasses author presentations, national and international book publishers, educational children's activities, music, dance, visual arts, children's theatre, creative writing workshops, and a three-day street fair.** The 2020 Fair will take place at the downtown Wolfson Campus of Miami Dade College on November 15 – 22, 2020.

Hundreds of authors participate each year in the Miami Book Fair, ranging from Nobel Prize and Pulitzer Prize winners, biographers and journalists, to novelists and poets. Past attendees have included: Isabel Allende, Maya Angelou, Dave Barry, Stephen King, Amy Tan, Toni Morrison, Ray Bradbury, Elie Wiesel, Barack Obama, Frank McCourt, Gloria Estefan, John Updike, Saul Bellow, Mario Vargas Llosa, Gore Vidal, Caroline Kennedy, Mike Wallace, Tom Brokaw, Trevor Noah, Colson Whitehead, John Grisham, Supreme Court Justice Sonia Sotomayor, Tayari Jones, and Doris Kearns Goodwin amongst thousands of others.

2019 BOOK FAIR HIGHLIGHTS / FAST FACTS

- More than 550 esteemed authors
- More than 200,000 attendees
- Hosted 230+ national & international exhibitors during the three day Street Fair
- More than 500+ individual events including author sessions, cooking demos, live music, cultural performances, storytelling, and children's activities and performances
- More than 200 million annual media impressions including 250+ media stories
- Approximately 11,500 books given away for free to children through our children's programs
- More than 1,000 volunteers helped make the fair happen

WHY SPONSOR THE BOOK FAIR?

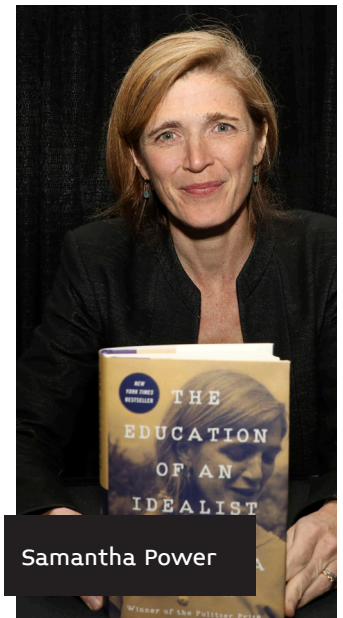
- Reach desirable audiences, and target festival-goers from a wide demographic cross spectrum
- Create unique fully customized sponsorship activations and experiences
- Receive significant coverage through robust marketing and public relations/media efforts
- Be associated with a beloved community event with a global reach while benefitting the region economically



National Book Awards Winners & Finalists



John Grisham



Samantha Power



Debbie Harry

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SPONSORSHIP LEVELS

	PREMIER SPONSOR \$50,000+	MAJOR SPONSOR \$25,000+	ASSOCIATE SPONSOR \$10,000+	SUPPORTING SPONSOR \$5,000+
Full Page Ad in Fairgoer's Guide (70,000 printed copies)	X			
Exclusive Press Release	X			
Guaranteed Media Exposure (varies by level)	X	X		
Banner Ads on Website	X	X		
Logos — Newspapers and Outdoors	X	X		
Naming Rights	Premier programs — Street Fair, Children's Alley	Feature programs — The Porch, Author's Party	Individual program — Children's Alley Tent	Author session
Booths	Two 12' x 12' booths in premium location	One 12' x 12' booth in premium location	One 12' x 12' booth	One 12' x 12 booth
Logos — Venues	X (Premium Placement)	X	X	X
Banners and Signage	X (Exclusive)	X	X	X
Social Media (46k+ Facebook, 13.5k+ Twitter, 11k+ Instagram)	X (Coordinated Strategy)	X (Coordinated Strategy)	X (Coordinated Posts)	X
Website Recognition (1.2 million annual visitors)	X (Premium Placement)	X	X	X
Invitations to Parties and Events	Varies based on sponsorship level			
Tickets and Hospitality	Varies based on sponsorship level			

Title and platinum sponsorships are available. Please inquire with sponsorship team for details.

FOR MORE INFORMATION ABOUT SPONSORSHIPS CONTACT

COREY LEWIS

Manager of Corporation Relations
(W) 305-237-7847 (C) 913-579-1803
Email: clewis2@mdc.edu

LISA BETTER

Membership and Development Coordinator
(C) 305-790-7597
Email: lisa.better@mdc.edu

Miami Book Fair is a program of Miami Dade College and its 501(c)(3) charitable organization, the Miami Dade College Foundation.

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SPONSORSHIP BENEFITS

Naming Rights	Name an author session, author series, or event/area (i.e. Children's Alley, Street Fair) at the Fair and be recognized in all program marketing (website, social media, Fairgoer's Guide, flyers, etc).
Booths/Onsite Activation	Have a booth at our world famous Street Fair and engage with the 200,000+ attendees each year or create other customized event activations in MBF areas/venues (i.e. The Porch, author sessions, Children's Alley, etc).
Logo Placement	MetroMovers to <i>Miami New Times</i> . <i>The Miami Herald</i> to Buses and Bus shelters. We recognize our sponsors in a variety of outlets and platforms including in advance of every author session in our largest venues. Last year, we generated 200+ million identified marketing impressions.
Banners and Signage	Sponsors can be recognized in banners, signage, and screens throughout the Fair grounds and the entire city generating hundreds of thousands of impressions. Sponsors may often provide their own signage.
MBF Fairgoers Guide (FGG)	Opportunity for ad placements, logo recognition and program sponsorship recognition in our FGG. 70,000+ copies are distributed via insert in <i>New York Times</i> and in locations throughout South Florida.
Official Website	Place banner ads and receive logo recognition on MBF website which has more than 1.2 million visitors each year.
Social Media	Engage with our large social media following — 47,500+ FB fans, 15,800+ twitter followers, 16,800+ Instagram fans. Promote special events and offers or encourage them to visit your event activation.
Weekly MBF eNewsletter	Opportunity for logo, ad inclusion, and sponsor highlight in our weekly MBF eNewsletter which is sent to 14,000+ subscribers.
Events and Receptions	MBF hosts several parties and VIP receptions with world class authors during the week. Be invited to parties and events or host one yourself for your own group of guests.
Air Time	Air commercials in packed houses in our largest venues throughout the eight days of the Book Fair. Be recognized in MBF television and radio spots.
Author and Friends of the Fair Bags	Opportunity to place promotional materials inside 500+ authors bags and/or 700+ Friends of the Fairs bags that are distributed to visiting authors and our highest level supporters.
Community Impact	Whether it's the 7,300 students who participate in our Generation Genius Authors program, the additional 12,000+ who come to revel in the literary fun of Children's Alley, the 1,000+ free passes we provide each year to underserved kids and families, or the authors we bring and panels we put together to address important issues, we have numerous mission-focused programs that help to educate our community and its youth that you can support/sponsor.
Let's Get Creative	The Book Fair prides itself on its partnership based approach to sponsorship. We love working with our sponsors to create customized activations that meet our sponsor's specific needs.

Miami Book Fair Miami Dade College

CUSTOMIZABLE SPONSOR OPPORTUNITIES

Miami Book Fair has a number of distinct areas and events that offer sponsorship and naming opportunities including The Festival of Authors, The Porch, the Spanish-language Authors' program, Destination Comics, and individual author sessions. Below is a more detailed description of a few of these areas/events and corresponding sponsorship opportunities:



Large crowd at Street Fair

THE STREET FAIR

A vibrant, bustling, three-day outdoor festival, which gathers more than 200,000 demographically diverse fairgoers. Millions of books of every imaginable topic from travel to philosophy to thought-provoking fiction and challenging non-fiction are at everyone's fingertips, while author readings, book signings, cultural performances, and live music are steps away.

Specific Street Fair benefits/activation could include:

- Branding/Signage at all Book Fair entrances
- Branding on Book Fair items such as lanyards, sponsors badges, and volunteer T-Shirts
- A booth or booths of varying sizes (12' x 12,' 20' x 20,' 20' x 30')
- Sampling and/or showcasing of product (i.e. cars, services, food, etc)
- Contests, on-site mentions, and other customized activation elements



Bari Weiss at Corporate Sponsor VIP Reception

AUTHOR SESSIONS & RECEPTIONS

From sponsoring one (or several) of the Book Fair's 300+ individual author sessions to hosting a VIP reception with a high profile Miami Book Fair author, to the annual exclusive Author's Party we provide many unique opportunities for your company to build brand awareness and host your premier clients. You can host a session with a world class author and the hundreds of loyal readers and fans who attend. You can also host guests at a VIP reception where they can meet high profile authors while enjoying cocktails and hors d'oeuvres at beautiful Miami locations such as The Standard, Miami Dade College Museum of Art and Design, and others.

Benefits may include:

- Be recognized as the official sponsor of the author session and/or reception you host in signage, branding and marketing materials
- Invite your company's premier clients (50 - 60 people) to a private event where guests will have the opportunity to mix and mingle with world famous authors with preferred seating at sessions
- Introduce the author(s) and/or make brief introductory remarks at session(s)



Royal Caribbean's Oceans of Adventure

GENERATION GENIUS CHILDREN'S PROGRAMS

Each year, more than 22,000 kids enjoy Generation Genius children's programming at the Fair. Generation Genius programs foster literacy, promote reading and encourage learning. The programs consist of interdisciplinary activities that encourage learning and imagination through reading and writing, storytelling, art, music and theatre, and lead to discoveries in various subject areas.

Sponsorship opportunities/benefits include:

- Logo recognition in each of the 12,000+ free books handed out each year
- Opportunity to sponsor specific stage, area, or activity tent in Children's Alley
- Create activities, giveaways, contests, and other customized activation elements

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2019 DEMOGRAPHICS

205,000 attendees



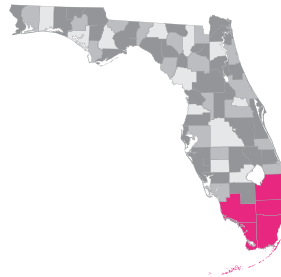
61% Female & **39%** Male

63% are between the ages of 21 and 54

20,000 children and students attend



42% Annual household income in excess of **\$65,000**



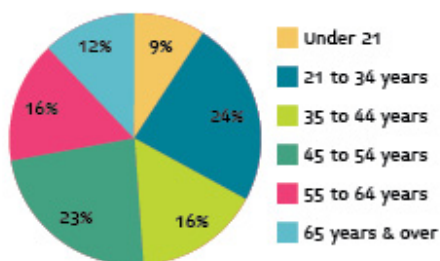
85% are from **South Florida**

72% have a **college degree**, with 35% having an advanced degree

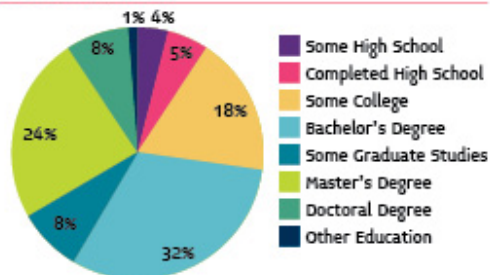


96% of all fairgoers were either **satisfied** or extremely satisfied with their experience at the Book Fair

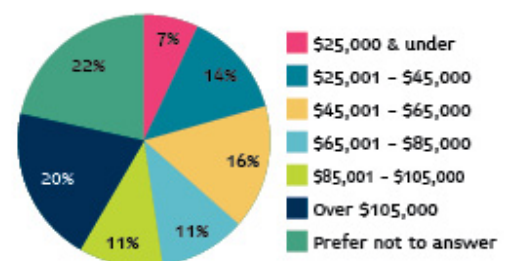
AGE



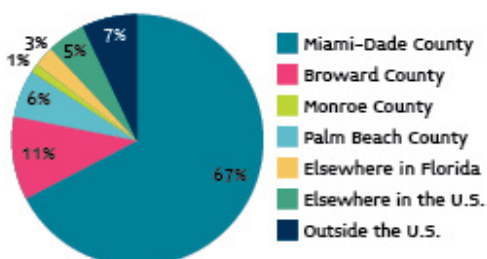
EDUCATION



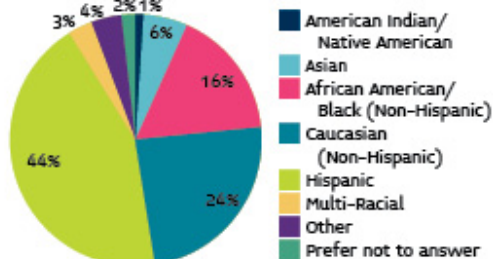
INCOME



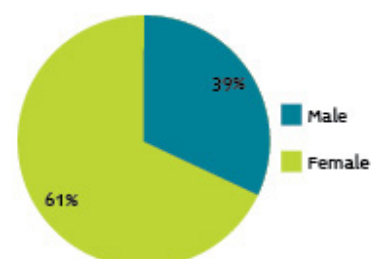
PRIMARY RESIDENCE



ETHNICITY



GENDER



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