

BUILDING COMMUNITY SINCE 1984

38TH ANNUAL MIAMI BOOK FAIR

Sponsorship

OPPORTUNITIES

ONSITE + ONLINE

Join the most acclaimed book festival in the country for our first hybrid (online and in-person) celebration of books and authors. Connect with tens of thousands of people in downtown Miami and online from all over the world.

NOVEMBER 14 – 21, 2021

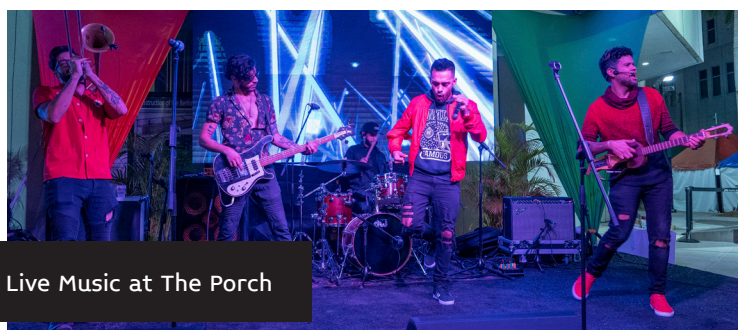
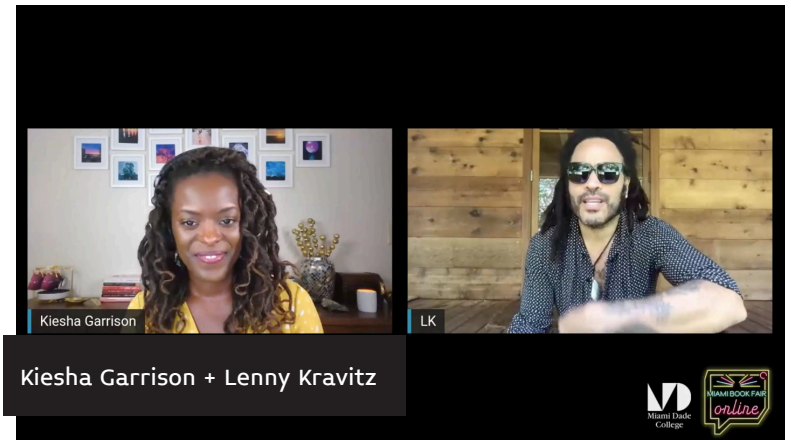
STREET FAIR: November 19 – 21

MiamiBookFair.com

MiamiBookFairOnline.com

Miami Book Fair Miami Dade College

HYBRID MIAMI BOOK FAIR



Miami Book Fair Miami Dade College

ABOUT MIAMI BOOK FAIR

Founded as Books by the Bay in 1984, the Miami Book Fair has grown over its 38-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.

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, Doris Kearns Goodwin, Walter Isaacson, and Margaret Atwood amongst thousands of others.

The 2021 Miami Book Fair will be a hybrid event with both online and limited capacity in-person events. This year's Book Fair will encompass author presentations, national and international book publishers, educational children's activities, cultural performances, and a three-day street fair. **The 2021 Book Fair will take place at the downtown Wolfson Campus of Miami Dade College on November 14 - 21, 2021.**

MBF HIGHLIGHTS AND FAST FACTS

- More than 300 esteemed authors
- More than 50,000 attendees/viewers (between in-person and virtual events)
- More than 300+ individual events including author sessions, live music, cultural performances, storytelling, and children's activities and performances
- Hosted 230+ national & international exhibitors during the three-day Street Fair
- More than 200 million annual media impressions including 250 Media Stories
- More than 5,300 books given away for free to children through our children's programs
- More than 1,000 volunteers help make the fair happen

WHY SPONSOR THE BOOK FAIR?

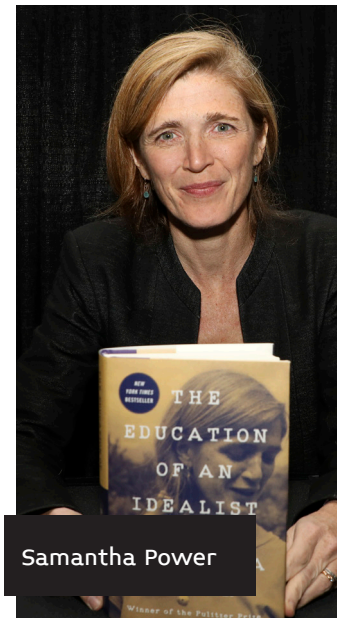
- Reach desirable audiences, and target festivalgoers from a wide, national and international demographic.
- Create unique fully customized digital activations and engagement opportunities.
- Receive significant coverage through robust marketing and public relations/media effort.
- Become involved with a beloved community event with an even broader global reach now that we are offering virtual programs while benefitting the region economically.



National Book Awards Winners & Finalists



John Grisham



Samantha Power



Debbie Harry

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IN-PERSON + VIRTUAL SPONSORSHIP LEVELS

	PREMIER SPONSOR \$50,000+	MAJOR SPONSOR \$25,000+	ASSOCIATE SPONSOR \$10,000+	SUPPORTING SPONSOR \$5,000+
Ad in Fairgoer's Guide	Full Page	Half Page	Quarter Page	
Exclusive Press Release	X			
Sponsor Year-Round Author Sessions/Events	X	X		
Media Exposure	X	X		
Pre-Roll Ads before Select Sponsored Author Sessions	X	X	X	
Targeted Interest-Area Emails with Banner Ads	X	X	X	
Banner Ads on MBF & MBFO Websites	X	X	X	
Program Sponsorship (In-Person and Online) Activation + Naming Rights	Premier Programs: Evenings With Author Programs, The Porch, Children's Programming	Feature Programs: Author Series (five sessions), The Porch, Children's Programming	One Individual Program: Children's Programming	One Author Session
Booths/On-Site Presence	TBD	TBD	TBD	TBD
Personally, Meet Our 450+ Friends with an Annual Friends Membership	One Publisher Level Friends of the Fair Membership	One Editor-in-Chief Level Friends of the Fair Membership	One Agent Level Friends of the Fair Membership	One Writer Level Friends of the Fair Membership
Logos at Events/Venues	Premium Placement	X	X	X
Social Media	Integrated Strategy	Coordinated Strategy	X	X
Website Recognition (X annual visitors)	Premium Placement	X	X	X
Invitations to Parties & Events	MBF hosts several parties and VIP receptions with world-class authors during the week. Invitations are based on sponsorship level and ability to host in-person events at the time of the Fair			
Tickets & Hospitality	Varies based on sponsorship level and ability to host in-person events at the time of the Fair.			
Gift Bag Premiums for Friends of the Fair	Opportunity to place your promotional materials inside gift bags that are distributed to our Friends of the Fair members.			
All Sponsors, All Levels	Company branding at in-person venues, digital logos, banners and signage, company logo on MBFO.com, access to all virtual author sessions, and social media mention (48.3K Facebook, 16.2K Twitter, 18.2K Instagram).			

We welcome conversations and collaboration on creating unique activations to help you achieve your sponsorship goals.

FOR MORE INFORMATION ABOUT SPONSORSHIPS CONTACT

COREY LEWIS, Manager of Corporation Relations
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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.

Miami Book Fair Miami Dade College

CUSTOMIZED SPONSORSHIP OPPORTUNITIES

Miami Book Fair has a number of customized sponsorship opportunities to offer including world-renowned author sessions, A Three Day Street Fair, Spanish-language authors and Read Caribbean programs, Generation Genius Authors children's programming, and individual author sessions and series.



Large crowd at Street Fair

THE STREET FAIR (Pending COVID-19 Restrictions)

A vibrant, bustling, three-day outdoor festival, where thousands of demographically diverse fairgoers will safely gather — following all recommended state and CDC Covid-19 guidelines — to enjoy millions of books of every imaginable topic for sale under MBF's signature colorful peaked booths: music, cultural performances and fun literary focused events at the Porch: Storybook Picnic, where children will enjoy age-appropriate performances and leave with free books; and festive food and drink!

(Sponsorship starting at \$5,000.)

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



By the Book Panel

PICK YOUR FAVORITE AUTHOR SESSIONS OR SERIES

Introduce one of Miami Book Fair's 300+ authors at the public author session or provide pre-roll video footage for virtual presentations. Enjoy other branding and hospitality benefits associated with sponsored author presentations. **(Sponsorship opportunities start at \$5,000. Select, high-profile authors presenting in our largest venues will have a higher sponsorship cost.)**

A sample of the unique author programming available to help you build brand awareness includes: Evenings With, Here in Florida, Spanish Language, Judaic Themes, BIPOC, Poetry, Read Caribbean, LGBTQ+, Fiction, and Nonfiction.

The opportunity to have a VIP Reception with a notable author may also be available pending author availability and Covid-19 restrictions.



Royal Caribbean's Oceans of Adventure

GENERATION GENIUS AUTHORS & CHILDREN'S PROGRAMMING

Each year, thousands of students, children and teens enjoy Generation Genius Authors and children's programming at the Fair. GGA programs foster literacy, promote reading and encourage learning and imagination through reading and writing, storytelling, art, music, theater, and other activities that lead to learning and discovery in various subject areas, including literary and cultural arts, language arts, math, history, geography, the sciences, the fine arts, and more.

(Sponsorship starting at \$5,000.)

We're eager to develop individual activations and benefits that best suit your sponsorship goals. Let's talk about how we can partner to make it happen!

2020 MIAMI BOOK FAIR ONLINE BY THE NUMBERS

530+
authors
& interviewers

presented at Miami
Book Fair Online

350+
events

including live author
conversations and
on demand content

100+
exhibitors

in the virtual
marketplace

55+

countries
represented by
presenting authors

450+ Friends of the Fair

65+ sponsors

150+ individuals

\$879,764

Helped us raise more than
allowing us to continue to bring our programs to the community

6 million

total social media impressions



17,300+

registered viewers
of this year's Miami Book Fair Online



Miami Dade
College

Miami Book Fair Online
was enjoyed by
audiences from
all over the United
States as well as

130+
countries

including United Kingdom,
Dominican Republic,
Canada, Colombia,
and Argentina

5,345 FREE books

given to students participating in
Generation Genius Author sessions



10,300+

K-12 students
viewed Generation
Genius Author sessions

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ATTENDEE DEMOGRAPHICS

205,000 attendees



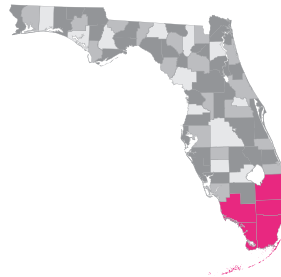
61% Female & **39%** Male

63% are between the ages of 21 and 54

20,000 children and students attend



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



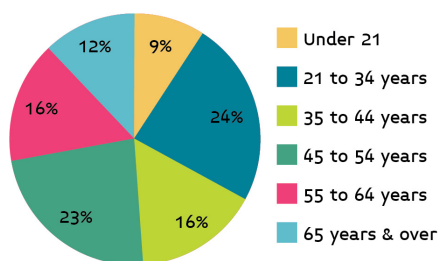
85% are from **South Florida**

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

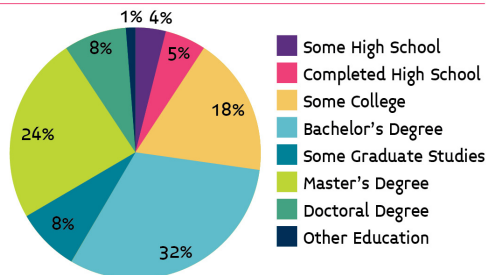


96% of all fairgoers were either
satisfied or extremely satisfied
with their experience at the Book Fair

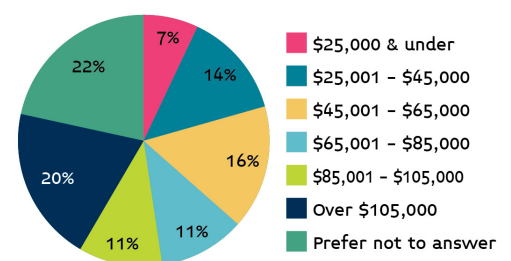
AGE



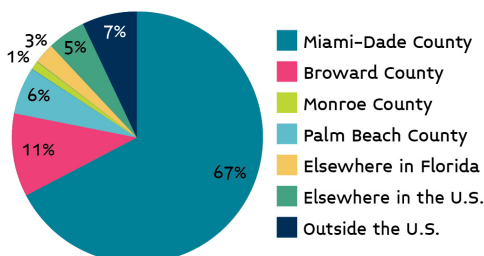
EDUCATION



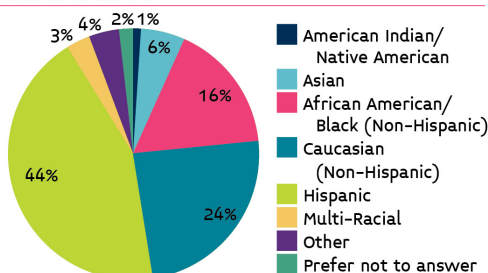
INCOME



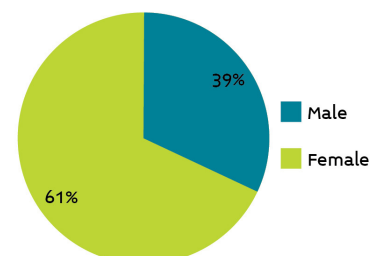
PRIMARY RESIDENCE



ETHNICITY



GENDER



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Meredyth Anne
Dasburg Foundation



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Spencer Stewart



GLOBAL CITY
DEVELOPMENT



SUPPORTING SPONSORS



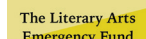
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With the support of the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners.