



ALAN CUMMING + JULIO CAPÓ JR.

BUILDING COMMUNITY SINCE 1984

39TH ANNUAL MIAMI BOOK FAIR

Sponsorship

OPPORTUNITIES

ON-SITE + ONLINE

We bring business and community together,
in person and online, to invest in the literary arts.

NOVEMBER 13–20, 2022

STREET FAIR: November 18–20

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, Miami Book Fair has grown over its 39-year history into one of the most significant cultural undertakings in the region, and is still the largest and finest book fair of its kind in the nation.

Hundreds of authors participate each year, ranging from biographers and journalists to novelists and poets, Nobel and Pulitzer prize winners among them. Past presenters have included **Isabel Allende, Maya Angelou, Dave Barry, Stephen King, Amy Tan, Toni Morrison, Elie Wiesel, Barack Obama, Gloria Estefan, Mario Vargas Llosa, Gore Vidal, Mike Wallace, Tom Brokaw, Colson Whitehead, John Grisham, Supreme Court Justice Sonia Sotomayor, Tayari Jones, Doris Kearns Goodwin, Walter Isaacson, Margaret Atwood, Tayari Jones, Ambassador Susan Rice, George Will, Jonathan Safran-Foer, Sebastian Junger, Amor Towles, and Edwidge Danticat**, amongst thousands of others.

This year the Fair will again be a hybrid event with both online and in-person events, encompassing author presentations, national and international book publishers, educational children's activities, cultural performances, and a three-day street fair. **Miami Book Fair 2022 will take place at the downtown Wolfson Campus of Miami Dade College November 13-20.**

MBF 2021 HIGHLIGHTS & FAST FACTS

- 350+ esteemed authors.
- More than 40,000 in-person and virtual attendees/viewers.
- 300+ individual events, including author sessions, live music, cultural performances, storytelling, and children's activities and performances.
- 125+ national and international exhibitors hosted during the three-day Street Fair.
- More than 200 million media impressions including 250 media stories.
- 8,000+ free books gifted to children through our various programs.
- More than 1,000 volunteers that helped make the Fair happen.

OUR GOAL FOR OUR SPONSORS

- Align our sponsorship opportunities with your brand's marketing objectives while helping you create brand awareness, build audiences, and engage the community.
- Help you reach desirable audiences and target festivalgoers from a wide-ranging, national and international demographic.
- Create unique, fully customized digital activations and engagement opportunities.
- Facilitate your involvement with a nonprofit community event that today has an even broader global reach, now that we're offering year-round virtual programs.



Pamela Paul By the Book Panel



Mitch Albom



Debbie Harry



Amor Towles

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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	
Sponsor Recognition at Year-Round Author Sessions/Events	X	X		
Media Exposure	X	X		
Pre-Roll Ads Before Select Online Sponsored Author Sessions	X	X	X	
Targeted Sponsor Emails With Banner Ads	X	X	X	
Banner Ads On MBF & MBFO Websites	X	X	X	
Program Sponsorship (In Person & 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	X	X	X	X
VIP Seating At Author Sessions	X	X	X	X
Complimentary Annual Friends Membership - Engage With Our 450+ Friends	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 Marketing	Custom Strategy	Custom Strategy	X	X
Website Recognition (1 Million+ Annual Visitors)	Premium Placement	X	X	X
Invitations To Authors' Party November 19	Each year, the Miami Book Fair hosts the Authors' Party at the Standard on Miami Beach with that year's authors and VIPs.			
Tickets & Hospitality	MBF provides tickets to author events as well as hosting parties and VIP receptions. Tickets and invitations are based on sponsorship level.			
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 mentions (48.5K Facebook, 16.6K Twitter, 19.9K Instagram).			

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

FOR MORE INFORMATION ABOUT SPONSORSHIPS CONTACT

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LISA BETTER, Membership and Development Coordinator
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LBetter@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 ReadCaribbean programs, Generation Genius Authors children's programming, and individual author sessions and series.



Street Fair

THE STREET FAIR

A vibrant, bustling, three-day outdoor festival where thousands of demographically diverse fairgoers will safely gather to enjoy millions of books on every imaginable topic for sale under MBF's signature colorful peaked booths. There's music, cultural performances, and fun literary-focused events at The Porch (our entertainment stage); Storybook Picnic, where children enjoy age-appropriate performances and leave with free books; and festive food and drink!

Specific Street Fair benefits/activation could include:

- Branding/signage at all Book Fair entrances
- Branding on Book Fair items such as lanyards, sponsor 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

(Sponsorship starting at \$5,000)



Jeb Bush + Jean Becker

PICK YOUR FAVORITE AUTHOR SESSIONS OR SERIES

Introduce one of Miami Book Fair's 350+ authors at a public author session or provide pre-roll video footage for virtual presentations. Enjoy other branding and hospitality benefits associated with sponsored author presentations.

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, ReadCaribbean, LGBTQ+, Women-Centered, Fiction, and Nonfiction.

The opportunity to have a VIP reception with a notable author may also be available.

(Sponsorships range from \$5,000 - \$15,000+)



Florida Dairy Farmers at Children's Alley

GENERATION GENIUS AUTHORS & CHILDREN'S PROGRAMMING

Each year, thousands of students, children, and teens enjoy Generation Genius Authors (GGA) 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)

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2021 MIAMI BOOK FAIR BY THE NUMBERS

350
authors
& interviewers
presented

325
events

including live author
conversations and
on- demand content

125+
exhibitors
at The Street Fair

55+

countries
represented by
presenting authors

450+ Friends of the Fair

70+ sponsors

125+ individuals

\$936,000,
Helped us raise more than
allowing us to continue to bring our programs to the community

3,962,100
total social media impressions



11,383 plays
on Miami Book Fair Online

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

130+
countries

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

8,000+ free books
given to GGA and Children's Alley
students and kids



20,000+
K-12 students

viewed Generation
Genius Author sessions

Miami Book Fair
ONLINE



Miami Book Fair Miami Dade College

ATTENDEE DEMOGRAPHICS

40,000 attendees



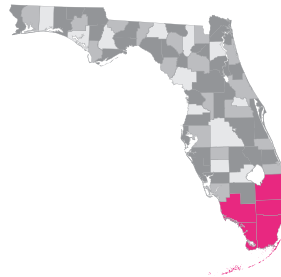
67% Female & **33%** Male

74% are between the ages of 21–54

23,000+ children and students



43% have an annual household income in excess of **\$75,000**



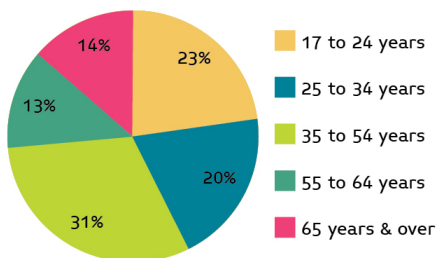
82% are from **South Florida**

72% have a **college degree**, with 36% having an advanced degree

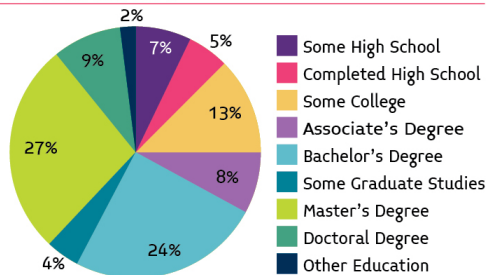


96% of all fairgoers were either satisfied or **extremely satisfied** with their experience at the Fair

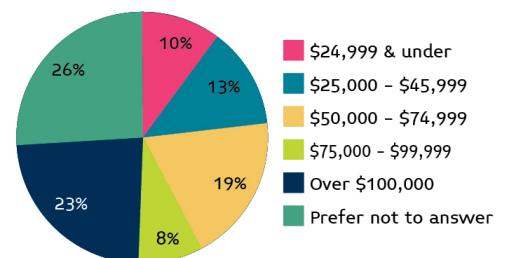
AGE



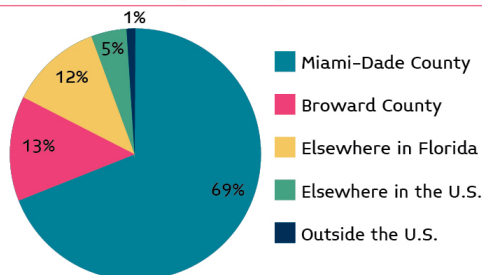
EDUCATION



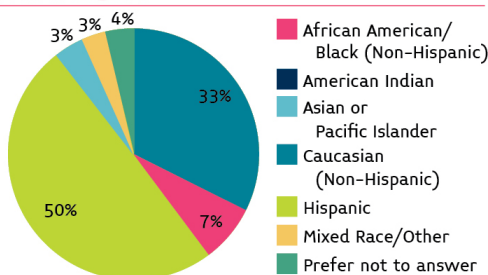
INCOME



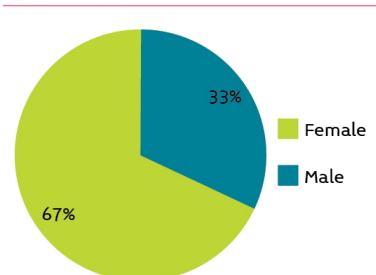
PRIMARY RESIDENCE



ETHNICITY



GENDER



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MAJOR SPONSORS



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Dasburg Foundation



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Spencer Stewart



Selma and
Joseph Swartz Trust

Leslie Miller
Saiontz



ASSOCIATE SPONSORS



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