



Miami Book Fair



Miami Book Fair



Book Fair



Miami Book Fair



Miami Book Fair



Book Fair

e

2022

SPONSOR IMPACT REPORT

YOUR INVESTMENT AT WORK





When he was sixteen, Willie read of a camera  
with its own microscope.  
"If I had that camera I could  
photograph snowflakes," he told his mother.

...and he said  
"I'll be happy to  
show you the camera."

# What's inside

5 / Eight days. Hundreds of authors. Thousands of book lovers.

7 / Premier sponsor: Green Family Foundation.

9 / Miami Book Fair: Here, there & everywhere.

13 / Evenings With: Nighttime is the right time.

17 / Lost Chapter: Miami under the moonlight.

19 / Street Fair: The place where books, culture & community cross paths.

23 / Authors at MBF: Join the conversation.

25 / Authors on demand: What you want, where & when you want it.

27 / The Authors' Party: MBF's golden ticket.

29 / Off the Shelf: It's like a mini music festival with books.

31 / Generation Genius Authors: Exceptional books, excited kids.

33 / Children's Alley: At the intersection of fun & learning.

35 / Friends of the Fair: Wordsmith warriors.

37 / Sponsor activations: Make your mark on Miami.

39 / Thank you to our 2022 sponsors.

40 / Save the date: November 12-19, 2023.

*"One of my favorite quotes is 'knowledge is power' — and at Book Fair, whatever it is you want to know more about, you have choices. You shouldn't be limited to one particular option or experience, and y'all are an example of that."*

**— Dionne Polite,**  
Director of State Operations, AARP





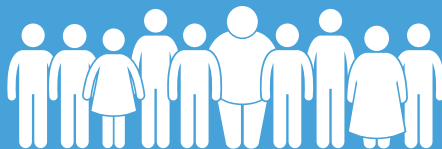




# Eight days. Hundreds of authors. Thousands of book lovers.

For one awe-inspiring week in November, Miami Book Fair reimagines downtown as a global destination for literary culture, hosting **CRITICALLY LAUDED AUTHORS**, facilitating **INSIGHTFUL CONVERSATIONS**, and encouraging **CURIOSITY AND CREATIVITY**. And every year our sponsors are by our side, supporting our work and the vibrant community we all claim. Together **YOU HELPED US RAISE MORE THAN \$1 MILLION FOR MIAMI BOOK FAIR 2022** to present our 39th consecutive celebration of the literary arts, and we are so grateful for your support.

**350**  
PROGRAM  
SESSIONS  
& EVENTS



**57,000+** ATTENDEES

**56**  
COUNTRIES  
REPRESENTED



**648**  
AUTHORS &  
INTERVIEWERS



*"The power of stories to inspire empathy and understanding for our fellow humans is only one of the many reasons I have committed myself to the Fair's success since 1984. One woman I know who grew up at the Fair recently told me that books saved her life — and if the Fair and the authors who come to share their books can do that for even one other person, we've done our job and done it well. I suspect there are a million others, though, so the work must continue. Our supporters are our partners in this life-saving endeavor. And I thank you all."*

**— Mitchell Kaplan**

Books & Books Owner and MBF Co-Founder





PATTI SMITH & LENNY KAYE



# Premier sponsor: Green Family Foundation.

A longtime supporter of both Miami Book Fair and our year-round programming, the **GREEN FAMILY FOUNDATION – OUR 2022 PREMIER SPONSOR** – has been a critical partner in fostering Miami’s cultural and community development. Championing Haitian- and Caribbean-focused authors, books, and audiences in particular, GFF’s patronage **HAS FOR YEARS NURTURED MBF PROGRAMS** like ReadCaribbean and the Little Haiti Book Festival. We extend a huge thank you to the foundation for its contributions and collaboration.

*“The Green Family Foundation is proud of our continued support of Miami Book Fair and its ReadCaribbean program. GFF has the honor of being a part of facilitating some of the Caribbean and the world’s most outstanding authors to visit and share in our extraordinary city.”*

**– Kimberly Green**  
President, Green Family Foundation





FUNXIONAL  
PRODUCTS

MILAGRO MORALES





# Miami Book Fair: Here, there & everywhere.

Splashed across the printed page, popping up on digital screens, heard around the radio dial, and soaring high above the streets on billboards and banners, the **BIG NEWS** that Miami Book Fair was back in town was every which way you turned — and we've got our **MEDIA SPONSORS AND PARTNERS** to thank for that. Important community stakeholders who are just as invested as we are in sustaining Miami's cultural arts scene, they are **CRUCIAL ALLIES** in helping us amplify the Magic City's profile not only locally, but everywhere.

*"Journalism is stemmed in literature and storytelling that's meant to provoke something in the reader. Whether it's an action, an idea, or an emotion, that story is shaped by the careful thought that goes into a work of fiction, a memoir, a cookbook, or even a podcast. We don't just sponsor Miami Book Fair, we partner with [its] storytellers to evoke a memory, an idea, a tale that will resonate with the reader ... We thank Miami Book Fair for continuing this tradition of bringing our community together to shape these concepts from pages — whether they're inside a book or a newspaper — into real life."*

— Bob McFarlin

General Manager, *Miami Herald*,  
*el Nuevo Herald* & *Bradenton Herald*

**Miami Herald**  
**el Nuevo Herald**

# Thank you to our media sponsors and partners.



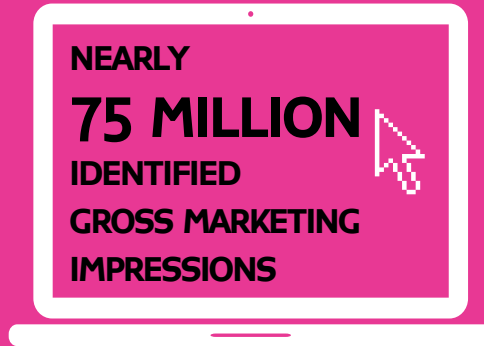
LITERARY  
HUB



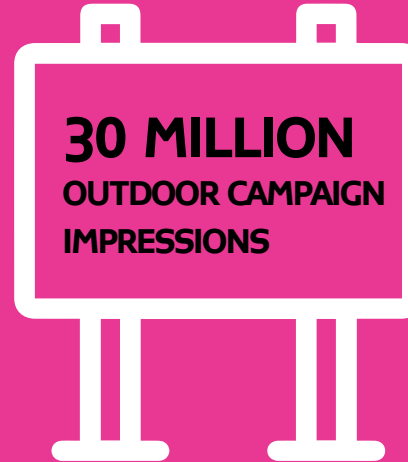
**37**  
MEDIA PARTNERS



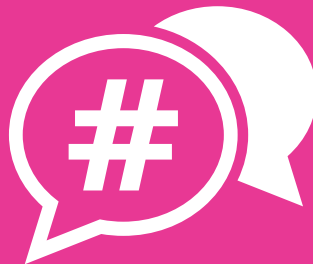
NEARLY  
**75 MILLION**  
IDENTIFIED  
GROSS MARKETING  
IMPRESSIONS



**30 MILLION**  
OUTDOOR CAMPAIGN  
IMPRESSIONS



**HUNDREDS**  
OF REGIONAL &  
NATIONAL MEDIA  
PLACEMENTS AND  
MENTIONS



**1.6 MILLION+**

TOTAL SOCIAL MEDIA IMPRESSIONS  
INCLUDING 389,000 VIA PARTNER  
INFLUENCERS



# Miami Book Fair: Here, there & everywhere.



**MIAMI BOOK FAIR**

**November 12, 2023 - November 19, 2023**

**Multiple Event Times.**

Fact, fiction, suspense, fantasy and more – bookworms and literary buffs in Greater Miami & Miami Beach can discover the latest titles in every genre and meet their favorite authors at the **Miami Book Fair**, November 12-19, 2023.

Thousands of avid bibliophiles and casual readers will flock to the festival, now in its 40th edition, at the **Wolfson Campus** of Miami Dade College in **Downtown Miami** to hear from more than 400 renowned writers from all over the world.

The Miami Book Fair presents diverse programming all year round, but the eight-day festival (presented both live and online) is the highlight of Miami's literary year. Scoop up books and unique gifts for yourself or the book lovers in your life – and don't miss out on fun for the whole family at the Children's Alley.

**Lectures And Panel Discussions**

Attend lectures and panel discussions with popular authors who share their latest page-turners, answer questions about their writing processes and inspirations, and sign autographs. [See the fair's events calendar.](#) This year's lineup to be announced.



**Ten Floridian Authors Telling Sunshine State Stories at the Miami Book Fair**

TYLER FRANCISCHINE | NOVEMBER 4, 2022 | 8:00AM

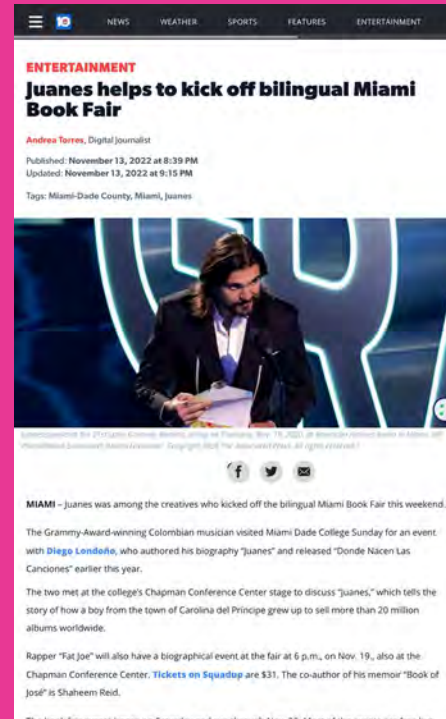
Yankees Garcia. Photo courtesy of Miami Book Fair

While Florida's most daring or dumb folks usually hog the spotlight, the Sunshine State also produces a treasure trove of skilled authors and scholars who uncover what it means to live on the land where the rest of the nation vacations.

From November 13-20, the Miami Book Fair will feature panel discussions, readings, and conversations from Florida authors who've devoted their lives to crafting uniquely Floridian stories. From chronicles of the plight facing Florida's manatees to a deep dive into the aftermath of gun violence in Miami, Florida's top authors are highlighting their state's issues at this year's fair.

**Nadege Green**

Miami researcher, writer, and archivist Nadege Green has devoted her



**ENTERTAINMENT**

**Juanes helps to kick off bilingual Miami Book Fair**

Andrea Torres, Digital Journalist

Published: November 13, 2022 at 8:39 PM  
Updated: November 13, 2022 at 9:15 PM

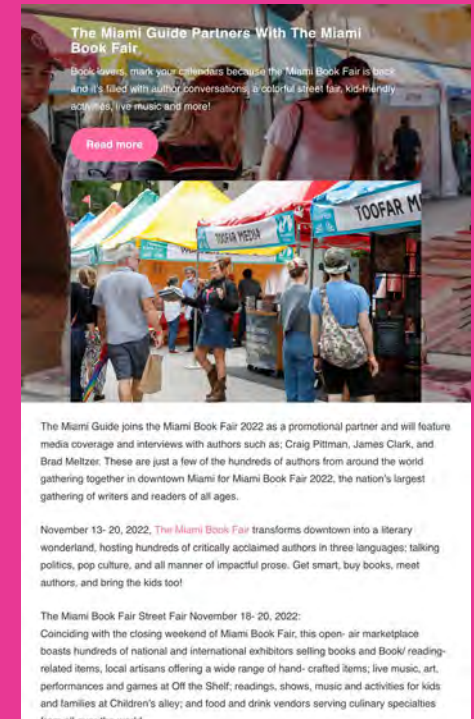
Tag: Miami-Dade County, Miami, Juanes

MIAMI – Juanes was among the creatives who kicked off the bilingual Miami Book Fair this weekend.

The Grammy-Award-winning Colombian musician visited Miami Dade College Sunday for an event with **Diego Lendekue**, who authored his biography "Juanes" and released "Donde Nacen Las Canciones" earlier this year.

The two met at the college's Chapman Conference Center stage to discuss "Juanes," which tells the story of how a boy from the town of Carolina del Principe grew up to sell more than 20 million albums worldwide.

Rapper "Fat Joe" will also have a biographical event at the fair at 6 p.m. on Nov. 19, also at the Chapman Conference Center. **Tickets on SquadUp** are \$31. The co-author of his memoir "Book of Joe" is Shaheen Reid.



**The Miami Guide Partners With The Miami Book Fair**

Book lovers, mark your calendars because the Miami Book Fair is back and it's filled with author conversations, a colorful street fair, kid-friendly activities, live music and more!

[Read more](#)

The Miami Guide joins the Miami Book Fair 2022 as a promotional partner and will feature media coverage and interviews with authors such as: Craig Pittman, James Clark, and Brad Meltzer. These are just a few of the hundreds of authors from around the world gathering together in downtown Miami for Miami Book Fair 2022, the nation's largest gathering of writers and readers of all ages.

November 13-20, 2022, **The Miami Book Fair** transforms downtown into a literary wonderland, hosting hundreds of critically acclaimed authors in three languages; talking politics, pop culture, and all manner of impactful prose. Get smart, buy books, meet authors, and bring the kids too!

The Miami Book Fair Street Fair November 18-20, 2022: Coinciding with the closing weekend of Miami Book Fair, this open-air marketplace boasts hundreds of national and international exhibitors selling books and Book/reading-related items, local artisans offering a wide range of hand-crafted items; live music, art, performances and games at Off the Shelf; readings, shows, music and activities for kids and families at Children's Alley; and food and drink vendors serving culinary specialties from all over the world.

*"As we have for the past 25 years, Book TV is proud to partner with Miami Book Fair to highlight and showcase leading authors. Our book-loving viewers have come to expect us to be there every year. Miami is the place to be in November!"*

– Peter Slen, Senior Executive Producer, C-SPAN

**BOOKTV**

# Thank you to our Evenings With sponsors.



Leslie Miller Saiontz



MICHAEL POLLAN & KAREN KOFFLER



# Evenings With: Nighttime is the right time.

Miami Book Fair's signature author series invites you to sit down and get cozy with **AWARD-WINNING WRITERS AND BOLD-FACED NAMES** from politics, the performing arts, and pop culture. In 2022 we welcomed **JOSE "FAT JOE" CARTAGENA, HARVEY FIERSTEIN, CHARLAYNE HUNTER-GAULT, JIMMY JOHNSON, SIDDHARTHA MUKHERJEE, KEVIN NEALON, MICHAEL POLLAN, PATTI SMITH, ART SPIEGELMAN, AND JOHN WATERS.**

MORE THAN **3,000**

ATTENDEES FOR THIS YEAR'S EVENINGS WITH PROGRAM



*"Miami Book Fair is a community treasure that celebrates literacy and the diverse voices that represent the global reach of South Florida. University of Miami and The U Creates are honored to partner with Miami Dade College to promote and engage with some of the most compelling authors in the world, right here in our beautiful hometown."*

— **Annette Herrera,**  
Assistant Vice President,  
University Communications at UM







JIMMY JOHNSON & DAVE HYDE





KEVIN NEALON



# Thank you to our Lost Chapter sponsors.





# Lost Chapter: Miami under the moonlight.

Music, cocktails, and the Miami skyline — the daily rooftop party that is **LOST CHAPTER** was a welcome addition to the Miami Book Fair lineup. Centered around our Evenings With programs, LC was the place to be for **LIGHT BITES, DRINKS, AND DJS FROM DANTE'S HI-FI** spinning curated vinyl selections and sharing the lore and stories behind the music, before and after the show.



**500+** GUESTS

*"Miami Downtown Development Authority is committed to supporting the mission and literature behind Miami Book Fair. Its economic impact has been a tremendous source of growth within our community, and it embodies community building and downtown Miami's culinary, entertainment, arts, fashion, and cultural scenes. From supporting local businesses to our creative talent, Miami Book Fair brings our city's and downtown Miami's stories to life."*

**– Christina Crespi,**  
Executive Director,

Miami Downtown Development Authority







# Thank you to our Street Fair sponsors.



# Street Fair: The place where books, culture & community cross paths.

The brightly colored booths that mark **STREET FAIR** herald three days of **BOOKSELLERS AND ARTISANAL CRAFTS MAKERS, LIVE MUSIC, ART, PERFORMANCES, AND GAMES** in an exciting, town square-like environment. Here is where fairgoers find **CHILDREN'S ALLEY, THE OFF THE SHELF STAGE, AND A BUSTLING MARKETPLACE.**

**57,000+** ATTENDEES 



**70%**  
HAVE A  
COLLEGE  
DEGREE;  
34% HAVE A  
GRADUATE  
DEGREE



**87%**  
WERE  
EXTREMELY  
OR VERY  
SATISFIED  
WITH THEIR  
BOOK FAIR  
EXPERIENCE



MORE THAN  
**HALF**  
HAVE AN  
ANNUAL  
HOUSEHOLD  
INCOME IN  
EXCESS OF  
\$65,000



**93%**  
LIVE IN  
SOUTH  
FLORIDA

*"Bal Harbour Village is proud to support Miami Book Fair, which has become a cultural staple for the South Florida community. This year, we were excited to sponsor an author session featuring Moshe Safdie, where his book came alive in an energetic discussion. We look forward to a continued partnership with the Fair, which expands our cultural offerings and provides enriching experiences for our residents and guests."*

– Sylvia Flores,  
Director, Bal Harbour Villages

BAL  
HARBOUR  
- VILLAGE -









 Miami Dade College

**MIAMI  
BOOK FAIR**

**November 13-20, 2022**

**STREET FAIR Nov 18-20**

Miami Book Fair   Miami Dade College





JUANES

# Thank you to our author session sponsors.



GREEN FAMILY  
FOUNDATION



UNIVERSITY  
OF MIAMI



kindle direct publishing  
SELF-PUBLISH IN DIGITAL & PRINT



BERGER SINGERMAN  
FLORIDA'S BUSINESS LAW FIRM



The Richard and  
Alita Rogers  
Family Foundation

John and Gaye Patton  
Foundation



# Authors at MBF: Join the conversation.

If it's worth talking about, it's being talked about at Miami Book Fair. **ACROSS GENRES, INTERESTS, AND OPINIONS** — and through a chorus of voices sharing their experiences — each year the Fair presents a dizzying lineup of **ESTABLISHED AND EMERGING AUTHORS** to enchant, engage, and challenge audiences. Just a few of the hundreds of presenting weekend authors at the 2022 Book Fair were **ELLIS COSE, MARIA HINOJOSA, BRAD MELTZER, SIDDHARTHA MUKHERJEE, MOSHE SAFDIE, STACY SCHIFF, PHILIP SHORT, KATY TUR, SCOTT TUROW, AND JAVIER ZAMORA.**



**52,000+**  
FAIR GUIDES  
DISTRIBUTED

*"Miami Book Fair's ability to attract illuminating authors from across the country writing about the most salient issues of the day speaks volumes about the Fair's place as a leading venue for the exchange of ideas and perspectives across genres and disciplines. It's one of the main reasons our firm participates each and every year."*

— **Albert E. Dotson Jr.,**  
Partner, Bilzin Sumberg







Ada Limón



Robert Casper - Library of Congress

Thank you to our digital program sponsors.



**KNIGHT  
FOUNDATION**



**GREEN FAMILY  
FOUNDATION**



Alan Moore

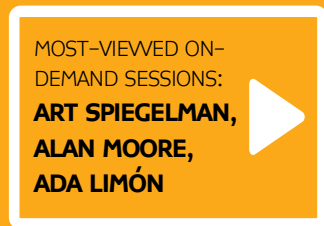


Thurston Moore and Eva Prinz

# Authors on demand: What you want, where & when you want it.

## **MORE THAN 70 ON-DEMAND AUTHOR SESSIONS**

were offered during Miami Book Fair 2022, and they remain available to anyone with a smartphone, tablet, or computer — **24 HOURS A DAY AND SEVEN DAYS A WEEK.** Represented were speakers from our IberoAmerican, ReadingEast, ReadCaribbean, U.S. Poet Laureate, and National Poetry Series programs, as well as authors from our general program schedule.



*“Florida Humanities launched our Book Festival Grant in 2022 and Miami Book Fair was the first recipient — it was a wonderful partnership opportunity for both of us. We expanded our reach in the South Florida community and beyond by sponsoring seven outstanding on-demand author conversations, conversations that mirrored our mission of sharing Florida’s history, heritage, and cultures while also diversifying our programming.”*

— April Myerscough,  
Public Programs Manager, Florida Humanities







# The Authors' Party: MBF's golden ticket.

Access to Miami Book Fair's **EXCLUSIVE AUTHORS' PARTY** held at **THE STANDARD IN MIAMI BEACH** is a special invitation extended to our sponsors and Friends of the Fair. Those in attendance were thrilled to spend time with **COLIN BARRETT, LARRY CSONKA, SOMAN CHAINANI, TANANARIVE DUE, NATHAN HALE, MICHAEL IMPERIOLI, PHOTOJOURNALIST CARL JUSTE, BOOKS & BOOKS OWNER MITCHELL KAPLAN, CAMPBELL MCGRATH, THURSTON MOORE, EVA PRINZ, KHENTRUL LODRÖ T'HAYÉ RINPOCHE, MIKKAEL SEKERES, AND SEBENE SELASSIE**, among others.

**500+**  
PARTYGOERS



*"Hosting the 2022 Authors' Party was another success. We were thrilled to continue our support for such an important organization as Miami Book Fair and we look forward to more!"*

— Kevin O'Donnell,  
Director of Marketing and Programming,  
The Standard Hotel

**The Standard**





Thank you to our Off the Shelf sponsors.



# Off the Shelf: It's like a mini music festival with books.

Live music and literary entertainment on the **OFF THE SHELF** stage drew in even deeper crowds at Street Fair, where fairgoers enjoyed performances from **LES GREENE & THE SWAYZEES, AFROBETA, AND SONS OF MYSTRO**, and **DJS CARMEL OPHIR, HOTTPANTS, AND CARLOS MENENDEZ**, among other acts. A live **LITERARY DEATH MATCH** and the launch of the Miami's Favorite Poems Project with **MIAMI-DADE COUNTY POET LAUREATE RICHARD BLANCO** were additional highlights.



More than **20**  
**MUSICAL ACTS**  
& PERFORMERS

*"What's magical about Miami Book Fair is that it brings people of all walks of life together. There are few events that attract such a diverse audience united in their passion for one thing — the magic and possibilities found in books. This uniting force makes Miami the perfect backdrop and host city. That's why we continue to support this event year after year."*

— **David Whitaker**,  
President and CEO, Greater Miami  
Convention & Visitors Bureau

**MIAMI**  
GREATER MIAMI & MIAMI BEACH



"So many different authors and so many different things to do."

"Meeting Saadia Faruqi was awesome!"



"GGA was great!"



# Generation Genius Authors: Exceptional books, excited kids.

**GENERATION GENIUS AUTHORS** has been connecting students with the writers of their favorite books — a list that in 2022 included **ISAAC BLUM, KAT CHO, SOMAN CHAINANI, SUSIE JARAMILLO, AND KWAME MBALIA**, to name just a handful — almost as long as Miami Book Fair has been around. Through discussions, Q&As, in-person meetings, and the **NATIONAL BOOK FOUNDATION TEEN PRESS CONFERENCE**, young readers are encouraged to discover the joy that can be found in reading a great book.



**17,767**

STUDENTS & 45 SCHOOLS



**29** AUTHORS

**6,252**

FREE BOOKS TO KIDS



*“The Cornelia T. Bailey Foundation has supported Miami Book Fair for the past three consecutive years. During this time, we’ve been honored to witness the many ways the Fair has captured the imagination of the surrounding communities and made a difference in the way we come together to experience literature. In all manners of literary exposure — from captivating conversations with authors to thought-provoking prose — you can guarantee that MBF is providing a platform for change-makers, authors, and communities to come together and be inspired.”*

— Hayley Little,  
Executive Director, Cornelia T. Bailey Foundation







## Thank you to our GGA & Children's Alley sponsors.



The Batchelor Foundation

Meredyth Anne  
Dasburg Foundation

Selma and  
Joseph Swartz Trust



Chapman Foundation  
Alvah H. and Wyline P. Chapman



MEDIA PARTNERS:



# Children's Alley: At the intersection of fun & learning.

Follow the sounds of laughter to **CHILDREN'S ALLEY** — where generations of readers gather to indulge in kid-friendly **BOOKS, MUSIC, SCIENCE AND TECHNOLOGY, ARTS AND CRAFTS, HEALTH AND WELLNESS, AND MUCH, MUCH MORE.** Partners included the Bass Museum of Art, Fantasy Theatre Factory, Guitars Over Guns, HistoryMiami Museum, and Kids Robot Academy.



**9,000** VISITORS



**1,850**  
FREE BOOKS TO KIDS



**26**  
PARTNERS

*"One of the main focuses of the foundation has always been geared toward the health and education of children here in our community. We see the programs of the Miami Book Fair — specifically, Children's Alley and Generation Genius Authors — as a very good fit pertaining to the educational component of this mission. We applaud MBF for including these programs, year after year."*

**— Jon Batchelor,**  
The Batchelor Foundation



**The Batchelor Foundation**







# Friends of the Fair: Wordsmith warriors.

Thoughtful, engaged, and fiercely committed, the **FRIENDS OF MIAMI BOOK FAIR** are among our strongest advocates. Year after year they provide not just funding support, but the firsthand feedback we're always looking for to **MAKE THE FAIR EXPERIENCE EVEN BETTER** — for everyone.



**400+** FRIENDS

& MORE THAN

**\$106,000** RAISED

*"Book Fair? That's my favorite week in Miami!"*

— **Joyce Rico,**  
Friend of the Fair

*"Thank you MBF, for the laughs and tears and bonding that books bring to us."*

— **Liana Vasseur,**  
Friend of the Fair





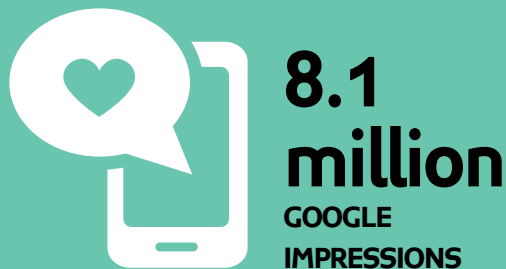
Miami Dade College

South  
MOTORS



# Sponsor activations: Make your mark on Miami.

Customized activations before a captive audience. Complementary marketing support tailored to your needs. **AN ESTABLISHED PLATFORM THAT CAN EXTEND YOUR REACH.** Partnering with Miami Book Fair raises your brand's awareness while linking your name to a beloved and well-respected event backed by 40 years of goodwill in the community. It's just good business.



*"We were thrilled to be a part of Miami Book Fair and introduce our brand to a diverse community of book enthusiasts. The warm welcome and hospitality we received from the Book Fair team was truly remarkable, and it was a pleasure to see such a flawless execution of all the events ... It was an enjoyable and memorable experience for us, and we look forward to working with Miami Book Fair in the future."*

– **Mariah Pepper Berkowitz,**  
Jolly Time Popcorn/Jet Fuel Studios





*"As a first-time sponsor of Miami Book Fair, The Our Fund Foundation came away from the experience impressed by the attentiveness with which our stakeholders were treated. The partnership with Miami Book Fair surpassed our expectations and put us in front of a values-aligned audience."*

**— David Jobin,**  
CEO/President, Our Fund



# Thank you to our 2022 sponsors.

## PREMIER SPONSOR



## MAJOR SPONSORS



Meredyth Anne  
Dasburg Foundation



Leslie Miller Saiontz

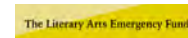


## ASSOCIATE SPONSORS

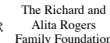
Selma and  
Joseph Swartz Trust



Chapman Foundation  
Alvah H. and Wylene P. Chapman



## SUPPORTING SPONSORS



## MEDIA SPONSORS



## WITH THE SUPPORT OF



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. Sponsored in part by the State of Florida, Department of State, Division of Arts and Culture and the Florida Council on Arts and Culture.



# Save the date: November 12-19, 2023

Join Miami Book Fair as we celebrate four decades of books, culture, and community — a milestone reached in part with your support.



We have many great things planned to help celebrate our 40th anniversary with the community and look forward to sharing our plans with you over the coming months.

[MiamiBookFair.com](http://MiamiBookFair.com)

[MiamiBookFairOnline.com](http://MiamiBookFairOnline.com)

Miami Book Fair's mission is to engage our community through inclusive, accessible, year-round programs that promote literacy and reading and support writers throughout South Florida. Our vision is a sustainable community of writers, readers, and collaborators across all disciplines and the many cultures found in the region.

*"Book Fair is one of the best things  
about living in Miami."*

**— Mark Yates,  
Friend of the Fair**