



Miami
Book Fair

 Miami Dade College

2023 SPONSORSHIP OPPORTUNITIES

Make a Positive Impact & Amplify Your Brand in Miami

Miami Book Fair: November 12-19, 2023 | Street Fair: November 17-19, 2023



EVENINGS WITH EVENT WITH JIMMY JOHNSON AND DAVE HYDE

WHAT'S INSIDE

- 3 / TABLE OF CONTENTS
- 5 / OUR LEGACY
- 7 / MIAMI BOOK FAIR MARKETING: HERE, THERE & EVERYWHERE
- 8 / SPONSORSHIP OPPORTUNITIES: EVENINGS WITH
- 9 / SPONSORSHIP OPPORTUNITIES: LOST CHAPTER
- 10 / SPONSORSHIP OPPORTUNITIES: GENERATION GENIUS AUTHORS
- 11 / SPONSORSHIP OPPORTUNITIES: CHILDREN'S ALLEY
- 12 / SPONSORSHIP OPPORTUNITIES: STREET FAIR
- 13 / SPONSORSHIP OPPORTUNITIES: OFF THE SHELF
- 14 / LET'S GET SOCIAL: AUTHORS' PARTY
- 15 / LET'S GET SOCIAL: FRIENDS OF THE FAIR RECEPTIONS
- 16 / MIAMI BOOK FAIR BY THE NUMBERS
- 17 / ATTENDEE DEMOGRAPHICS
- 19 / SPONSOR BENEFITS
- 20 / THANK YOU TO OUR SPONSORS

"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





OUR LEGACY - 40 YEARS AND COUNTING.

Miami Book Fair is a place for authors who write great books and the people who read them.

That's what the Fair has been all about since it began as a small, two-day festival known as Books by the Bay in 1984. Immediately cementing its place on Miami's cultural landscape, **OVER THE PAST 40 YEARS** MBF has evolved alongside its beloved city to help make it **A RESPECTED GLOBAL DESTINATION FOR ARTS AND CULTURE**.

Bold ideas and big conversations.

Thanks to **THE GENEROSITY OF OUR SPONSORS** and the support of the community, we've welcomed a vast and eclectic group of authors to MBF through the years by providing **A FAR-REACHING PLATFORM TO IMPORTANT VOICES IN LITERATURE** as we exuberantly celebrate the written word. Here is where Miami comes for insightful discussions and engaging conversations with leading figures in literature, politics, culture, and the arts, drawn to Miami each year by MBF. Past presenters have included **ISABEL ALLENDE, MAYA ANGELOU, MARGARET ATWOOD, DAVE BARRY, TOM BROKAW, PRESIDENT GEORGE W. BUSH, SEN. TOM COTTON, EDWIDGE DANTICAT, GLORIA ESTEFAN, DORIS KEARNS GOODWIN, JOHN GRISHAM, WALTER ISAACSON, TAYARI JONES, SEBASTIAN JUNGER, STEPHEN KING, MARIO VARGAS LLOSA, TONI MORRISON, PRESIDENT BARACK OBAMA, AMBASSADOR SUSAN RICE, JONATHAN SAFRAN-FOER, SUPREME COURT JUSTICE SONIA SOTOMAYOR, AMY TAN, AMOR TOWLES, GORE VIDAL, MIKE WALLACE, COLSON WHITEHEAD, ELIE WIESEL, AND GEORGE WILL**, among thousands of others.

Forty and fabulous – Join us and make your mark on Miami.

In this milestone year, Miami Book Fair is celebrating the critical impact it's had on greater Miami over the past four decades. **SPONSORING MBF CAN HELP YOUR COMPANY IN A VARIETY OF WAYS** while directly contributing to an open dialogue, facilitating the free exchange of ideas, and supporting an inclusive community:

- **ALIGN MBF SPONSORSHIP OPPORTUNITIES** with your marketing objectives while helping you create brand awareness, build audiences, and engage the community.
- **HELP YOU REACH DESIRABLE AUDIENCES** by targeting festivalgoers from a wide-ranging, national, and international demographic.
- **CREATE UNIQUE, FULLY CUSTOMIZED ACTIVATIONS** and engagement opportunities during the week of the Fair.

Your involvement will continue to strengthen and elevate Miami Book Fair, greater Miami, and its residents, for many more years to come.

The 40th Anniversary Edition of the Miami Book Fair will take place at the downtown Wolfson Campus of Miami Dade College November 12-19.

FUNXIONAL
PRODUCTS

MILAGRO MORALES



MIAMI BOOK FAIR MARKETING

MBF: Here, there & everywhere.

NEARLY
75 MILLION
IDENTIFIED
GROSS MARKETING
IMPRESSIONS



37
MEDIA
PARTNERS

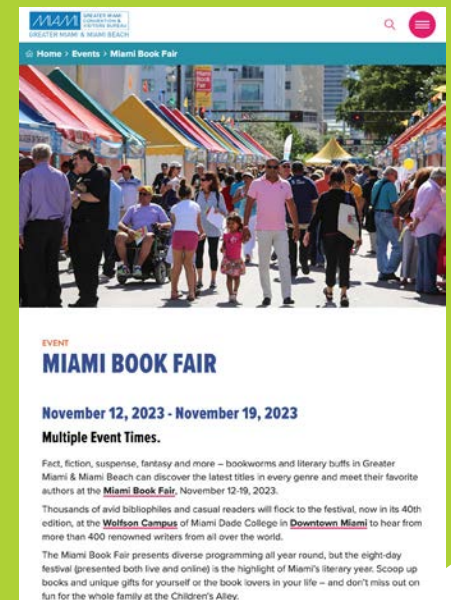
30 MILLION
OUTDOOR CAMPAIGN
IMPRESSIONS

HUNDREDS
OF REGIONAL &
NATIONAL MEDIA
PLACEMENTS AND
MENTIONS

1.6
MILLION+
TOTAL SOCIAL MEDIA
IMPRESSIONS INCLUDING 389,000
VIA PARTNER INFLUENCERS



94,400
VISITORS TO
MBF WEBSITES





JUANES



KEVIN NEALON

SPONSORSHIP OPPORTUNITIES

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 recent years, we have welcomed **TINA BROWN, SANDRA CISNEROS, ALAN CUMMING, RITA DOVE, PAUL FARMER, HARVEY FIERSTEIN, DORIS KEARNS GOODWIN, LAUREN GROFF, DEBBIE HARRY, JUANES, CHARLAYNE HUNTER-GAULT, JIMMY JOHNSON, TAYARI JONES, NICOLE KRAUSS, KEVIN KWAN, SIDDHARTHA MUKHERJEE, KEVIN NEALON, MICHAEL POLLAN, SAMANTHA POWER, PATTI SMITH, ART SPIEGELMAN, JOHN WATERS, AND GEORGE WILL.**

Sponsorship opportunities start at \$5,000 (see page 19 for full details).

3,000+ ATTENDEES FOR THIS
YEAR'S EVENINGS WITH PROGRAM



SPONSORSHIP OPPORTUNITIES

Lost Chapter: Miami under the moonlight.

Music, mixed drinks, and the Miami skyline — the nightly 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 LOCAL DJs** spinning curated vinyl selections and sharing the lore and stories behind the music, before and after the show.

Sponsorship opportunities start at \$5,000 (see page 19 for full details).



500+ GUESTS
AT LOST CHAPTER





SPONSORSHIP OPPORTUNITIES

Generation Genius Authors: Exceptional books, excited kids.

GENERATION GENIUS AUTHORS has been connecting South Florida 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. In 2022, GGA served nearly 18,000 students.

Sponsorship opportunities start at \$5,000 (see page 19 for full details).

17,767 
STUDENTS & 45 SCHOOLS

 **6,252**
FREE BOOKS TO KIDS

Miami Book Fair  Miami Dade College

SPONSORSHIP OPPORTUNITIES

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

Follow the sounds of laughter and learning to **CHILDREN'S ALLEY** — where generations of readers (9,000+ in 2022) gather to indulge in kid-friendly **MUSIC, SCIENCE AND TECHNOLOGY, ARTS AND CRAFTS, HEALTH AND WELLNESS, AND MUCH, MUCH MORE.** Our 20+ community partners included the Bass Museum of Art, Fantasy Theatre Factory, Guitars Over Guns, HistoryMiami Museum, and Kids Robot Academy.

Sponsorship opportunities start at \$5,000 (see page 19 for full details).

9,000
VISITORS



1,850
FREE BOOKS TO KIDS





SPONSORSHIP OPPORTUNITIES

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, FOOD TRUCKS, AND GAMES** in an exciting, town square-like environment. Here is where fairgoers find **CHILDREN'S ALLEY**, the **OFF THE SHELF** live music stage, and a **BUSTLING MARKETPLACE**.

Sponsorship opportunities start at \$5,000 (see page 19 for full details).

57,000+ ATTENDEES

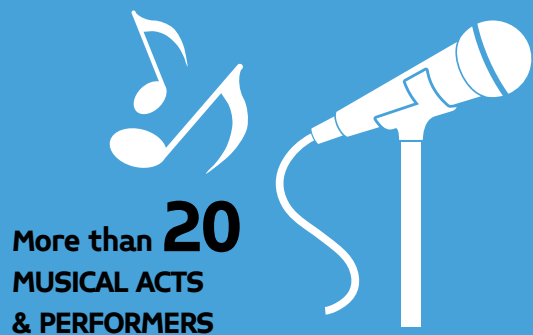


SPONSORSHIP OPPORTUNITIES

Off the Shelf: A mini music fest 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**, **SOL + THE TRIBU**, **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.

Sponsorship opportunities start at \$5,000 (see page 19 for full details).





LET'S GET SOCIAL

**The Miami Book Fair
Authors' Party: Happening
Saturday, November 18 at
The Standard Miami Beach.**

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 LODRÖT'HAYÉ RINPOCHE, MIKKAEL SEKERES, AND SEBENE SELASSIE**, among others.

*Sponsorship opportunities start at \$5,000
(see page 19 for full details).*

500+
PARTYGOERS



Friends of the Fair: Introduce your business to a group of our loyal supporters.

Thoughtful, engaged, and fiercely committed, the **400+ 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



BY THE NUMBERS

Goals met & vision realized, thanks to the incredible generosity of our sponsors!

57,000+ ATTENDEES



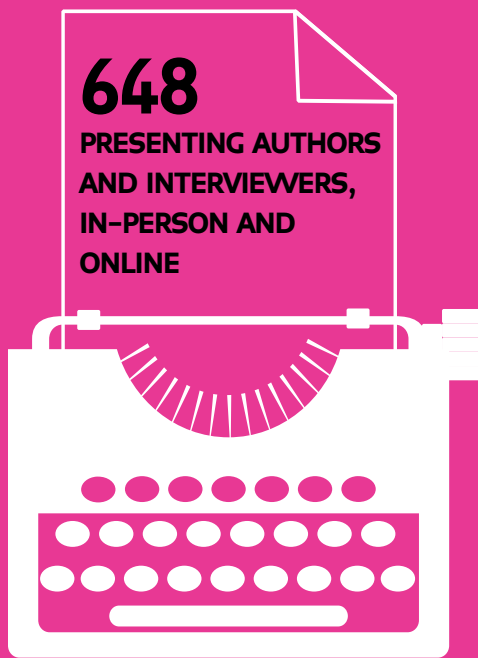
56+
COUNTRIES
REPRESENTED
BY PRESENTING
AUTHORS



13,000
VIEWERS OF
ON-DEMAND
VIRTUAL SESSIONS



648
PRESENTING AUTHORS
AND INTERVIEWERS,
IN-PERSON AND
ONLINE



325 EVENTS,
INCLUDING LIVE AUTHOR
CONVERSATIONS AND
ON-DEMAND CONTENT



150+
EXHIBITORS AT
STREET FAIR



8,000+
FREE BOOKS TO GGA AND CHILDREN'S
ALLEY STUDENTS AND KIDS



400+ FRIENDS OF THE FAIR

85 SPONSORS

100+ ANNUAL DONORS



CONTRIBUTED MORE THAN **\$960,397**, ALLOWING US
TO CONTINUE BRINGING MBF PROGRAMS TO OUR COMMUNITY

OUR AUDIENCE

(2022 ATTENDEE DEMOGRAPHICS)

Guess who's coming to Miami Book Fair?

Approximately **57,000 CHILDREN, YOUTH, AND ADULTS** ENJOYED MIAMI BOOK FAIR 2022. Allow us to introduce some of them to you.



70%

HAVE A COLLEGE DEGREE; 34% HAVE A GRADUATE DEGREE

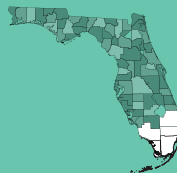


87%

WERE EXTREMELY OR VERY SATISFIED WITH THEIR BOOK FAIR EXPERIENCE

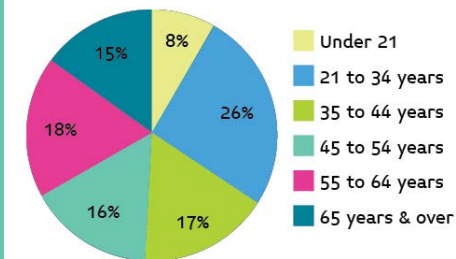


MORE THAN **HALF** HAVE AN ANNUAL HOUSEHOLD INCOME IN EXCESS OF \$65,000

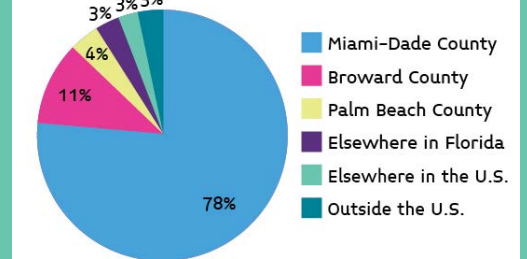


93% LIVE IN SOUTH FLORIDA (Miami Dade, Broward, and Palm Beach County)

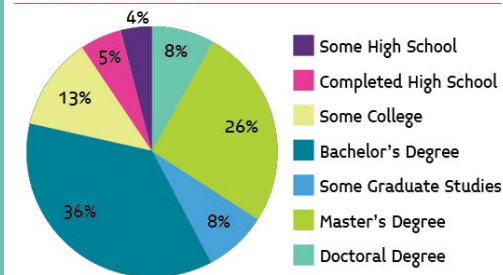
AGE



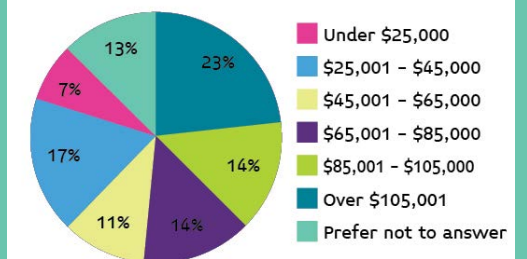
PRIMARY RESIDENCE



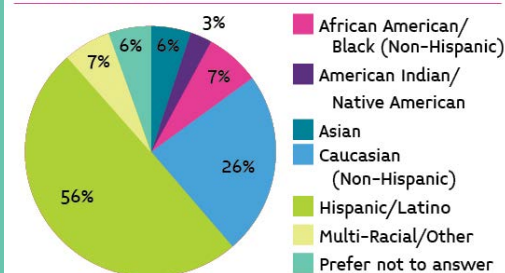
EDUCATION



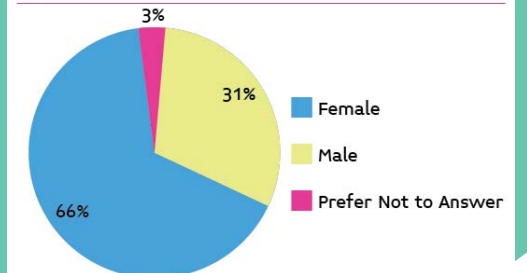
INCOME



ETHNICITY



GENDER





SPONSORSHIP BENEEFITS

	PREMIER SPONSOR \$50,000+	MAJOR SPONSOR \$25,000+	ASSOCIATE SPONSOR \$10,000+	SUPPORTING SPONSOR \$5,000+
Ad in Fairgoer's Guide (60,000+ Distribution)	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 + Author Session Introductions	Premier Programs: Evenings With Author Programs, Off the Shelf, Children's Programming	Feature Programs: Author Series (five sessions), Off the Shelf, Children's Programming	One Individual Program: Children's Programming or Lost Chapter	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 400+ 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 18	Each year, Miami Book Fair hosts the Authors' Party at The Standard in 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 (50K Facebook, 16.8K Twitter, 22.9K Instagram).			

We welcome conversations about crating uqique activations and sponsorships to help you achieve your business goals.

FOR MORE INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES CONTACT:

COREY LEWIS, Manager of Corporation Relations
(W) 305.237.7847 (C) 913.579.1803 CLewis2@mdc.edu

LISA BETTER, Membership and Development Coordinator
(C) 305.790.7597 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.

Thank you to our 2022 Miami Book Fair 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.