



Miami  
Book Fair



# 2024 SPONSORSHIP OPPORTUNITIES

Make a Positive Impact & Amplify Your Brand in Miami

Miami Book Fair: November 17–24, 2024 | Street Fair: November 22–24, 2024





**STREET FAIR**



# WHAT'S INSIDE

- 5 /** The Miami Book Fair (MBF) legacy
- 7 /** All things good & great: MBF authors
- 8 /** Here, there & everywhere: MBF marketing magic
- 10 /** Sponsorship opportunities: Evenings With
- 12 /** Sponsorship opportunities:  
Private receptions & Authors' Party
- 14 /** Sponsorship opportunities:  
Friends of the Fair & Lost Chapter
- 16 /** Sponsorship opportunities: Children's Alley
- 19 /** Sponsorship opportunities:  
Generation Genius Authors
- 21 /** Sponsorship opportunities: Street Fair
- 23 /** Sponsorship opportunities: Off the Shelf
- 24 /** The Miami Book Fair audience
- 25 /** Miami Book Fair 2023 by the numbers
- 26 /** Sponsorship benefits: What MBF can do for you
- 28 /** Thank you to our 2023 sponsors!

*"Books have the power to transform minds, spark imagination, and foster community building. Miami Book Fair is a literary festival that celebrates the magic of books while at the same time immersing participants and attendees in greater Miami's culture. We eagerly anticipate and support this great event."*

**– David Whitaker**

President & CEO, Greater Miami  
Convention & Visitors Bureau





**LISSETTE MENDEZ, MARYAM LAGUNA, MITCHELL KAPLAN, MADELINE PUMARIEGA & BRAD MELTZER**

# THE MIAMI BOOK FAIR LEGACY

## A place for authors who write great books and the people who read them

That's what Miami Book Fair has been all about since it began as a small, two-day festival known as Books by the Bay in 1984. Over the past 40 years MBF has evolved alongside our 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, over the years we've welcomed a vast and eclectic group of authors to Miami for insightful discussions and engaging conversations featuring **LEADING FIGURES IN POLITICS, CULTURE, AND THE ARTS** from around the world. Thousands of local readers, writers, and students return every year to listen and add their voices to the conversation.

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, ABRAHAM VERGHESE, AND GEORGE WILL,** among thousands of others.

## Join us in writing our next chapter for Miami

For 40 years, conversations at Miami Book Fair have crossed generations and cultures, contributing to an open dialogue in English, Spanish, and Haitian Creole and facilitating a free exchange of ideas in our city. Join us and **PROMOTE YOUR ORGANIZATION TO TENS OF THOUSANDS OF CURIOUS READERS** from across South Florida and the world!

- **CREATE UNIQUE, FULLY CUSTOMIZED ACTIVATIONS** and engagement opportunities during Fair week.
- **UTILIZE CROSS-PROMOTIONAL MARKETING** on social media and physical signage to help you create and boost brand awareness, build audiences, and target festivalgoers from a wide-ranging national and international demographic.
- **ENGAGE YOUR HIGH-LEVEL CLIENTS AND STAFF MEMBERS** with exclusive author receptions, VIP seating, and/or reserved entry to Street Fair and author conversation sessions.

We're deeply grateful for the support of our sponsors over the last 40 years of reading and writing in Miami. Your generous contributions to our community help make it possible for us to fulfill our mission.

Sincerely,



Lissette Mendez

Executive Director, Miami Book Fair



Corey Lewis

Director of Development, Miami Book Fair

**THE 41ST ANNUAL MIAMI BOOK FAIR** will take place at the downtown Wolfson Campus of Miami Dade College November 17-24, 2024. We hope you can join us!





JONATHAN EIG

# ALL THINGS GOOD & GREAT: MBF AUTHORS

Meet just a few of our 2023 authors ...

HÉCTOR ABAD FACIOLINCE • ELIZABETH ACEVEDO •  
CHRIS ADAMO • NANA KWAME ADJEI-BRENYAH • MITCH ALBOM •  
GERMANE BARNES • DAVE BARRY • RUTH BEHAR • AALIYAH BILAL •  
RICHARD BLANCO • MAX BRALLIER • JAMEL BRINKLEY • MEG  
CABOT • ALEJANDRA CAMPOVERDI • JEFF CARVALHO • SUSAN CASEY  
• MYRIAM J. A. CHANCY • ALEXANDRA CHANG • ROZ  
CHAST • AVA CHIN • MARILYN CHIN • JINWOO CHONG • ALLY CONDIE  
• ARMANDO CORREA • HEATHER COX RICHARDSON • MICHAEL  
CUNNINGHAM • EDWIDGE DANTICAT • TANANARIVE  
DUE • JONATHAN EIG • PATRICIA ENGEL • JONATHAN ESCOFFERY  
• REBECCA MAKKAI • ROSS GAY • ADAM GOPNIK • PAUL HARDING  
• ALI HAZELWOOD • MICHAEL HETTICH • ANNE HULL • MAJOR  
JACKSON • DANI LEVINAS • CAMPBELL MCGRATH • BEN  
MCKENZIE • APARNA NANCHERLA • CELESTE NG • SUZANNE NOSSEL  
• IDRA NOVEY • MIRTA OJITO • MICHELE OKA DONER • JOSÉ  
OLIVAREZ • CHRISTOPHER PAOLINI • HANNAH PITTARD • BEN  
PURKERT • NICOLE SEALEY • MAGGIE SMITH • SAFIYA SINCLAIR  
• GARTH STEIN • OREN TEICHER • HÉCTOR TOBAR • JUSTIN TORRES  
• JEFFREY TOOBIN • LAWRENCE WRIGHT • OCTAVIA  
YEARWOOD • MONICA YOUN • C PAM ZHANG • MIKHAIL ZYGAR



**303**  
PROGRAM  
SESSIONS  
& EVENTS



*"The Green Family Foundation is proud of our continued support of Miami Book Fair and its Read Caribbean program. GFF and the Kimberly Green Latin America and Caribbean Center at Florida International University have the honor of being a part of facilitating some of the Caribbean's and the world's most outstanding authors visiting and sharing in this magic city named Miami."*

**– Dr. Kimberly Green**

President, Green Family Foundation





**CYNTHIA HUDSON, SENIOR VICE PRESIDENT OF CNN ESPAÑOL,  
INTRODUCING ANDRÉS OPPENHEIMER**



# HERE, THERE & EVERYWHERE:

**11.4 MILLION+**

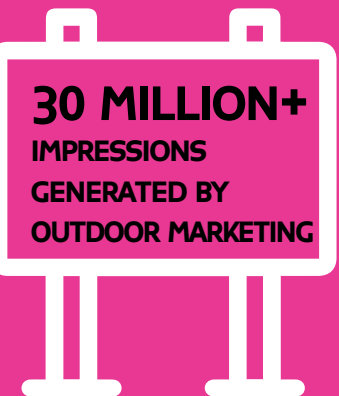
**TOTAL SOCIAL MEDIA  
IMPRESSIONS FROM 97,321  
FOLLOWERS ACROSS PLATFORMS**



**HUNDREDS**  
OF LOCAL, REGIONAL  
& NATIONAL MEDIA  
PLACEMENTS &  
MENTIONS



**30 MILLION+**  
IMPRESSIONS  
GENERATED BY  
OUTDOOR MARKETING



**290,000**

**VISITORS TO MIAMI BOOK FAIR WEBSITES**



**34 SPONSORS  
& PARTNERS**

**100  
MILLION**  
GROSS MARKETING  
IMPRESSIONS





# MBF MARKETING MAGIC







**JADA PINKETT SMITH & LENA WAITHE**



**JANNA GOLDSTEIN, DAVID ZUCKER, SUSANNA HOFFS & DAVE BARRY**

# SPONSORSHIP OPPORTUNITIES

## Evenings With: Powerful conversations with bold-faced names

Promote your company by sponsoring one of Miami Book Fair's signature weeknight author events, which invite readers 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, RITA DOVE, DR. PAUL FARMER, HARVEY FIERSTEIN, DORIS KEARNS GOODWIN, LAUREN GROFF, CHARLAYNE HUNTER-GAULT, CASSIDY HUTCHINSON, JIMMY JOHNSON, TAYARI JONES, NICOLE KRAUS,**



# SPONSORSHIP OPPORTUNITIES

KEVIN KWAN, EVA LONGORIA, SIDDHARTHA MUKHERJEE, KEVIN NEALON, BILLY PORTER, SAMANTHA POWER, PATTI SMITH, ART SPIEGELMAN, KERRY WASHINGTON, LENA WAITHE, JOHN WATERS, GEORGE WILL, AND HENRY WINKLER. Sponsors may also have the opportunity to make their mark on the festival by briefly **INTRODUCING AN AUTHOR** before their presentation.

*Sponsorship opportunities start at \$5,000; see pages 26-27 for full details.*

**3,800** ATTENDEES AT  
2023 EVENINGS WITH



**EVA LONGORIA & KERRY WASHINGTON**



**ABRAHAM VERGHESE & LEIGH HABER**





# SPONSORSHIP OPPORTUNITIES

## Private receptions & Authors' Party: Get social with your fave writers

Introduce valued clients and top staffers to renowned literary figures and celebrity authors at a **PRIVATE AUTHOR RECEPTION** on-site at the Fair. Past reception guests have included **TOM BROKAW, DAN BROWN, ALAN CUMMING, DEBBIE HARRY, ANGELICA HUSTON, NICHOLAS KRISTOF, MICHAEL POLLAN, KATY TUR, ABRAHAM VERGHESE, AND TOM WOLFE**, among others.





# SPONSORSHIP OPPORTUNITIES

You can also join dozens of authors for a literary event of the year at our **EXCLUSIVE AUTHORS' PARTY** taking place at **THE STANDARD IN MIAMI BEACH ON SATURDAY, NOVEMBER 23**, a special invitation extended only to our sponsors and high-level Friends of the Fair. Those in attendance last year were thrilled to spend time with authors like **DAVE BARRY**, **BEN PURKETT**, **JONATHAN ESCOFFERY**, **REBECCA MAKKAI**, **CAMPBELL MCGRATH**, AND **NATIONAL BOOK AWARD WINNER JUSTIN TORRES**, among others.

*Sponsorship opportunities start at \$5,000; see pages 26-27 for full details.*







**FRIENDS OF THE FAIR ENJOYING THE EXCLUSIVE FRIENDS HOSPITALITY LOUNGE**



**FRIENDS ENJOYING PREFERRED FRONT-ROW SEATING AT AN AUTHOR SESSION**

# SPONSORSHIP OPPORTUNITIES

## Creating community: Friends of the Fair & Lost Chapter

Thoughtful, engaged, and fiercely committed, the **FRIENDS OF MIAMI BOOK FAIR** always have a fantastic book recommendation on the tip of their tongues. Leaders in our community, they spend Fair week with us year after year and provide funding to support our programming. **ALLOW US INTRODUCE YOU TO OUR MOST FAITHFUL SUPPORTERS** by sponsoring the Friends Hospitality Lounges during Street Fair weekend.



# SPONSORSHIP OPPORTUNITIES

You can also sponsor or have a presence at our weeknight **LOST CHAPTER COCKTAIL HOURS** FEATURING ACTIVATIONS FROM LOCAL CREATIVES AND **BRANDS**, and join the conversation with hundreds of Miami's smartest, most influential and engaged readers and writers.

*Sponsorship opportunities start at \$5,000; see pages 26-27 for full details.*

**600+** FRIENDS  
OF THE FAIR MEANT

**\$160,000+**  
FOR MIAMI BOOK FAIR IN 2023!







# SPONSORSHIP OPPORTUNITIES

## Children's Alley: Where stories come alive

Follow the sounds of laughter and learning to **CHILDREN'S ALLEY** — where young readers gather for kid-friendly and literacy-promoting activities centered around **MUSIC, SCIENCE AND TECHNOLOGY, ARTS AND CRAFTS, HEALTH AND WELLNESS, AND MUCH, MUCH MORE.** In 2023, more than **9,000 CHILDREN AND FAMILIES** joined us at the Alley, and we distributed thousands of free books to our young attendees, fostering a positive relationship with reading for kids from across South Florida. Partners included **NICKLAUS CHILDREN'S HOSPITAL, DREAM STUDIOS/POMP, SNOW & CIRQUEUMSTANCE, SWAY, GUITARS OVER GUNS, FROST SCIENCE MUSEUM, AND THE MUSEUM OF ART AND DESIGN,** to name just a few.

*Sponsorship opportunities start at \$5,000; see pages 26-27 for full details.*



# SPONSORSHIP OPPORTUNITIES

**9,000+**   
VISITORS



**3,024**  
FREE BOOKS TO KIDS

**23** PROGRAMMING PARTNERS



*“Nicklaus Children’s was proud to sponsor Children’s Alley, where children and families participated in fun and educational activities. We believe that reading and books are essential to developing young minds, which is fundamental to our vision of creating a healthy future for every child.”*

**– Matthew A. Love**

President & CEO,  
Nicklaus Children’s Health System







STUDENTS ENJOYING CHILDREN'S ALLEY AND GENERATION GENIUS AUTHORS PROGRAMS



# SPONSORSHIP OPPORTUNITIES

## Generation Genius

**Authors: Exceptional books, excited kids**

Dozens of school buses are the first to enter Street Fair Friday morning as students come to meet the writers of their favorite books at our **GENERATION GENIUS AUTHORS** program. Through discussions, Q&As, in-person meetings, and the **NATIONAL BOOK FOUNDATION TEEN PRESS CONFERENCE**, the youngest members of our community are encouraged to discover the joy that can be found in reading a great book, and envision themselves as writers, too.

*Sponsorship opportunities start at \$5,000; see pages 26-27 for full details.*

 **5,544**  
FREE BOOKS TO KIDS

**7,974**  **95**  
STUDENTS SCHOOLS



**GENERATION GENIUS AUTHOR MAX BRALLIER SIGNING BOOKS FOR FANS**



**GENERATION GENIUS AUTHORS SESSION WITH RUTH BEHAR & GABRIEL FRYE-BEHAR**





STREET FAIR



# SPONSORSHIP OPPORTUNITIES

## Street Fair: Where cultures & generations meet

The brightly colored booths that mark **STREET FAIR** herald three days of book vendors and artisanal crafts makers, live music, art, performances, and games in an exciting, town square-like environment. **MEET THOUSANDS OF ATTENDEES WITH A BOOTH AT THE HEART OF THE FAIR**, and spend the weekend steps from Writer's Row, Children's Alley, and the **SMORGASBURG MIAMI** food garden.

*Sponsorship opportunities start at \$5,000; see pages 26-27 for full details.*







OFF THE SHELF STAGE



# SPONSORSHIP OPPORTUNITIES

## Off the Shelf: Miami's voices take the stage

Live music and literary entertainment on the **OFF THE SHELF** stage features musicians, poets, and oral storytellers for a music festival and celebration of local voices like no other. 2023 Fairgoers enjoyed performances from **MIAMIBLOCO**, **AFROBETA**, **OSCAR FUENTES: THE BISCAVNE POET**, **THE FRENCH HORN COLLECTIVE**, **KULCHA SHOK MUZIK**, **J. HOWARD N THE EXPERIENCE**, **JAHZEL DOTEI**, **TYPEWRITER DREAMS: A TEEN POETRY OPEN MIC**, and **BOP SHOP BRASS**, among other acts, and danced in the streets far into the night, including on the Fair's final day.

*Sponsorship opportunities start at \$5,000; see pages 26-27 for full details.*

More than **19**  
**MUSICAL ACTS  
& PERFORMERS**





# MIAMI BOOK FAIR ATTENDEES

## Make our audience yours!

Approximately **69,000 CHILDREN AND ADULTS ENJOYED MIAMI BOOK FAIR 2023**. Our festivalgoers represent every demographic in Miami, including families with children, young professionals, new and established residents, and engaged cultural arts lovers of many cultures. Here's what they look like.



**70%**

HAVE A COLLEGE DEGREE; 34% HAVE A GRADUATE DEGREE

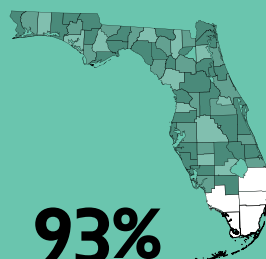


**87%**

WERE EXTREMELY OR VERY SATISFIED WITH THEIR BOOK FAIR EXPERIENCE



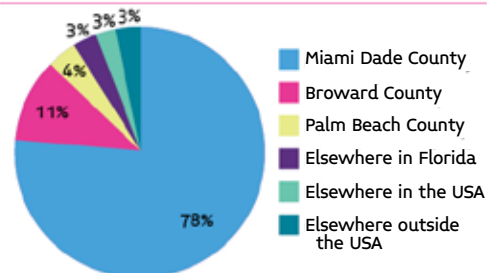
MORE THAN **HALF** HAVE AN ANNUAL HOUSEHOLD INCOME IN EXCESS OF \$65,000



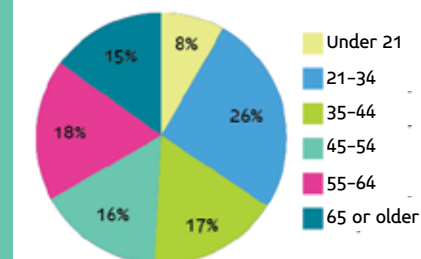
**93%**

LIVE IN SOUTH FLORIDA

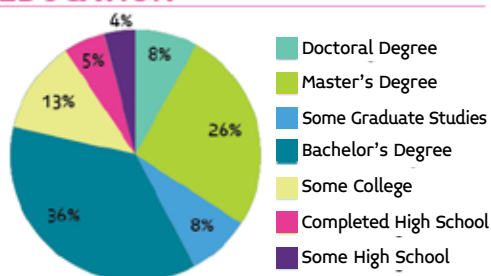
### PRIMARY RESIDENCE



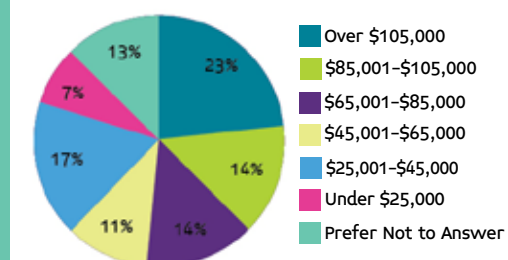
### AGE



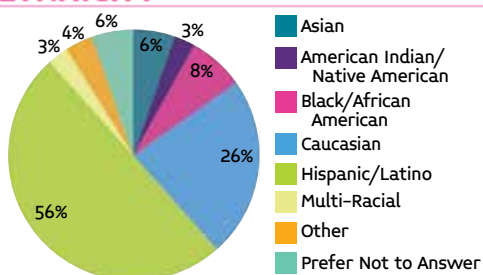
### EDUCATION



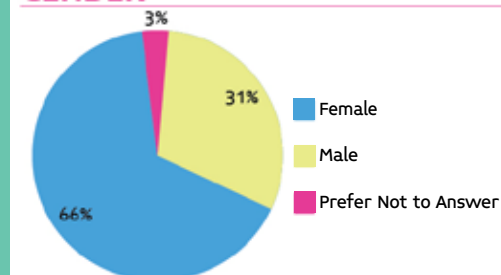
### INCOME



### ETHNICITY



### GENDER





# MIAMI BOOK FAIR 2023 BY THE NUMBERS

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

**69,000** ATTENDEES



**57+**  
COUNTRIES  
REPRESENTED



**8,500+**  
FREE BOOKS TO KIDS



**606**

PRESENTING AUTHORS  
& INTERVIEWERS,  
IN-PERSON & ONLINE



**303** EVENTS,  
INCLUDING LIVE AUTHOR  
CONVERSATIONS &  
ON-DEMAND CONTENT



**150+**  
EXHIBITORS AT  
STREET FAIR



**600+**  
FRIENDS OF  
THE FAIR

**72**  
SPONSORS

**100+**  
ANNUAL DONORS



**600+** VOLUNTEERS



# BENEFITS AT A GLANCE

## SPONSORSHIP BENEEFITS

	PRESENTING SPONSOR (1 Available) \$100,000+
<b>Program Sponsorship (Activation, Naming Rights, Author Session Introductions)</b>	Miami Book Fair Presented by... included on all promotional materials; custom reception and book signing with authors
<b>Tickets to Annual Celebration and Fundraising Dinner (Friday, November 22)</b>	Full table
<b>Ad in Fairgoer's Guide (60,000+ Distribution)</b>	2 full-page spreads
<b>Booths/On-Site Presence</b>	1 tent: 20' x 20', 30' x 30', 40' x 50', etc.; special VIP lounge for guests/employees; concierge service within the Fair; suite at hotel partner and daily transportation to Fair
<b>Sponsor Recognition at Year-Round Author Sessions/Events</b>	X
<b>Recognition as Presenting Sponsor in All Event Marketing Materials, Including Outdoor (i.e., Digital Billboards, Bus Wraps, etc.)</b>	X
<b>Media Exposure</b>	X
<b>Pre-Roll Ads Before Select Online Sponsored Author Sessions</b>	Before all sessions
<b>Targeted Sponsor Emails With Banner Ads</b>	X
<b>Banner Ads on MBF Website</b>	Logo inclusion on each page
<b>VIP Seating at Author Events</b>	X
<b>Complimentary Annual Friends Membership</b>	2 Chairperson Circle-level Friend of the Fair memberships, or up to 10 lower-level Friends of the Fair memberships for your staff
<b>Logos at Events/Venues</b>	Premium placement; logo inclusion on all signs & merchandise
<b>Social Media Marketing</b>	Custom strategy & takeover posts
<b>Website Recognition (1.5 Million+ Visitors)</b>	Premium placement across site
<b>Access to Authors' Party</b>	15 tickets
<b>Ticket Codes &amp; Hospitality</b>	20 branded Street Fair credentials & code for unlimited Street Fair tickets
<b>Opportunity to Include Branded Items in Friends of the Fair Gift Bags</b>	X
<b>All Sponsors, All Levels</b>	Company branding at in-person venues, digital logos, banners & signage, company logo on website, access to all author sessions, social media mentions.

*We welcome conversations about crafting unique activations and sponsorships to help you achieve your business and branding goals.*



# What MBF can do for you and your organization

PREMIER SPONSOR \$50,000+	MAJOR SPONSOR \$25,000+	ASSOCIATE SPONSOR \$10,000+	SUPPORTING SPONSOR \$5,000+
Premier Programs: Evenings With, author programs, children's programming, Lost Chapter, Off the Shelf, etc.	Feature Programs: Block Party	1 individual children's or adult program or Lost Chapter act	1 author session
75% discount on table sponsorship & tickets	50% discount on table sponsorship & tickets	25% discount on table sponsorship & tickets	N/A
Full-page	Half-page	Quarter-page	N/A
Two 12' x 12' booths	One 12' x 12' booth	One 12' x 12' booth	One 12' x 12' booth
X	X	X	X
N/A	N/A	N/A	N/A
X	X	N/A	N/A
X	X	N/A	N/A
X	X	X	N/A
X	X	X	N/A
X	X	X	X
1 Publisher-level Friend of the Fair membership	1 Editor-in-Chief-level Friend of the Fair membership	1 Agent-level Friend of the Fair membership	1 Writer-level Friend of the Fair membership
Premium Placement	X	X	X
Custom Strategy	X	X	X
X	X	X	
5 tickets	2 tickets	Subject to availability	Subject to availability
Based on sponsorship level			
X	X	X	X
Company branding at in-person venues, digital logos, banners & signage, company logo on website, access to all author sessions, social media mentions.			

**FOR MORE INFORMATION ABOUT SPONSORSHIP & CUSTOMIZED OPPORTUNITIES CONTACT:**

**COREY LEWIS**  
Director of Development  
305.237.7847 (W)  
913.579.1803 (C)  
CLewis2@mdc.edu

**LISA BETTER**  
Major Gifts, Membership & Development Associate  
305.790.7597 (C)  
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 2023 Sponsors!

## PREMIER SPONSOR



## MAJOR SPONSORS



Meredyth Anne  
Dasburg Foundation



Leslie Miller  
Saiontz



Selma and  
Joseph Swartz Trust



## ASSOCIATE SPONSORS

Chapman Foundation  
Alvah H. and Wylene P. Chapman



The Frankel Family



## SUPPORTING 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.