



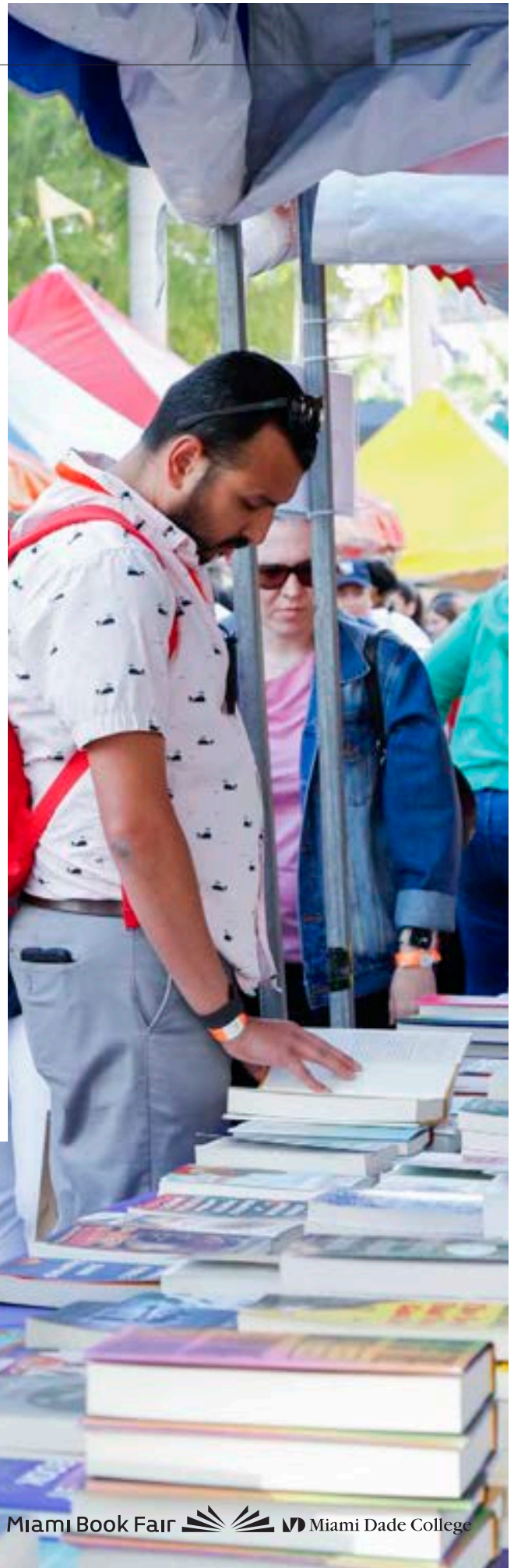
# 2024 SPONSOR IMPACT REPORT

Your Investment at Work



# WHAT'S INSIDE

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# A LITERARY LEGACY

Miami Book Fair is a nonprofit organization with a mission of engaging our community through **INCLUSIVE, ACCESSIBLE, YEAR-ROUND PROGRAMS** that promote reading and support writers throughout South Florida and beyond, work that would not be possible without your generous funding support. In 2024, that meant nearly \$1.4 million raised — 44% of the Fair’s overall \$3.4 million budget!

## Thanks to you...

We brought nearly

**600 AUTHORS & INTERVIEWERS**

from around the world to Miami Book Fair 2024!

We distributed

**6,599 FREE BOOKS**

to children and youth!

We presented more than

**300 THOUGHT-PROVOKING**

literary programs and events!

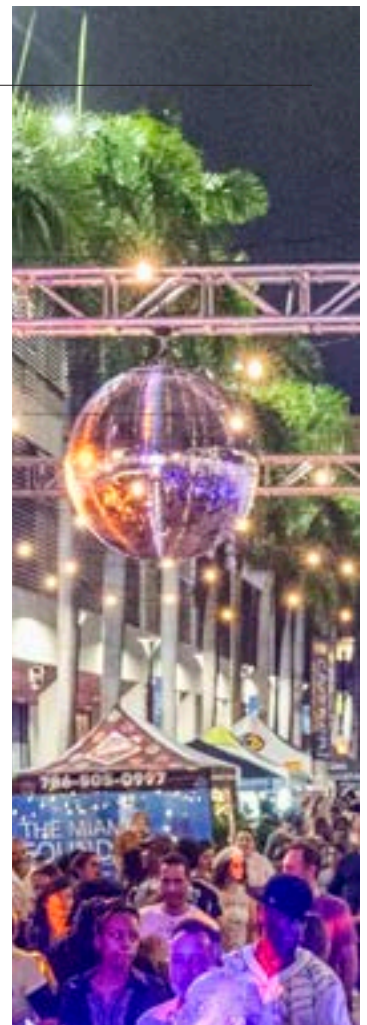


“At Miami Book Fair, we believe that literature has the power to unite, inspire, and transform communities. Thanks to your generous support, we can create programs that celebrate books and authors and ignite a love of reading in people of all ages. Over 42 years we’ve built a cultural powerhouse in service of literacy, lifelong learning, and community. Our sponsors and supporters will have a fundamental role in developing the Fair of the future for the generations to come.”

– LISSETTE MENDEZ /  
EXECUTIVE DIRECTOR,  
MIAMI BOOK FAIR

# MAKING MAGIC IN MIAMI, TOGETHER

A place for **AUTHORS WHO WRITE GREAT BOOKS AND THE PEOPLE WHO READ THEM**. It's what Miami Book Fair has always been, and in the past 41 years we've evolved alongside our city to make Miami **A RESPECTED GLOBAL DESTINATION FOR ARTS AND CULTURE** — and it's the generosity of our sponsors that's made it all happen! We are so grateful for your essential support, which has brought a vast and eclectic group of authors from around the world to downtown Miami for engaging discussions around **THE BEST IN CONTEMPORARY FICTION, NONFICTION, AND POETRY**, including leading figures in politics, entertainment headliners, award winners, and bestsellers. On behalf of the thousands of local readers, writers, and students who return each year to listen to and add their voices to the conversation, we **THANK YOU!**



# MIAMI BOOK FAIR 2024 BY THE NUMBERS

**60,000+**

ATTENDEES  
in person and online!

**583**

AUTHORS  
and interviewers!

**300+**

PROGRAMS  
and events!

**21**

COUNTRIES  
represented!

**21**

MUSICAL ACTS  
and performers at  
Off the Shelf!

**6,599**

FREE BOOKS  
given to kids!

**91**

PROGRAMMING  
PARTNERS at  
Children's Alley!

**100+**

CORPORATE  
SPONSORS,  
45 PARTNERS, and  
500+ FRIENDS of  
the Fair!

**50 million+**

measurable overall  
MARKETING  
IMPRESSIONS!

**800**

VOLUNTEERS!



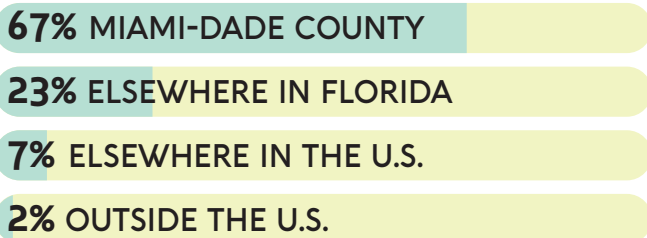
PATTI SMITH

# THE MIAMI BOOK FAIR AUDIENCE

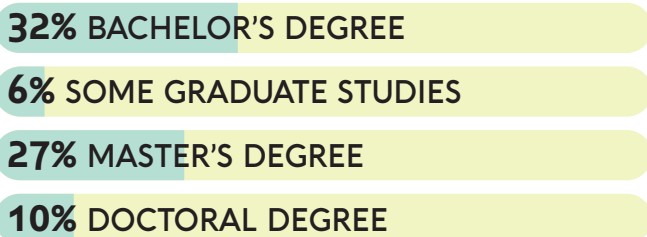
More than **60,000 CHILDREN AND ADULTS** CAME TO THE FAIR IN 2024, representing every demographic in Miami, including families with children, young professionals, new and established residents, and engaged literary arts lovers of many cultures. Here's what they looked like.



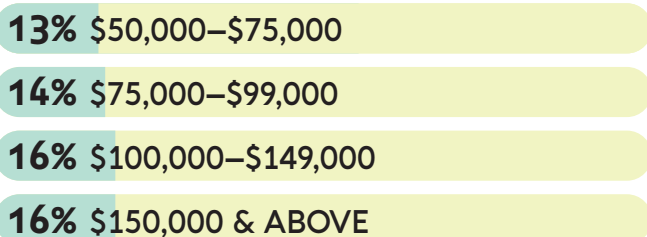
## Primary Residence



## Highest Level of Education

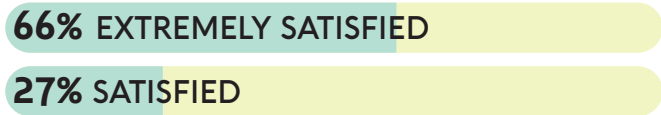


## Household Income

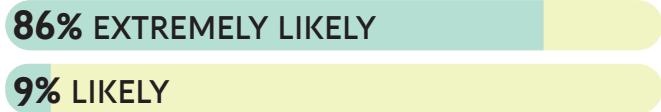


*\*20% replied "Prefer not to answer"*

## Satisfaction With Book Fair Experience



## Likelihood of Returning to the Fair in the Future



# OUR 2024 PREMIER SPONSORS

It was an honor and a privilege to partner with the Fair's **2024 PREMIER SPONSORS**, which included returning valued supporters the **GREEN FAMILY FOUNDATION**, **JW MARRIOTT**, and **NICKLAUS CHILDREN'S HOSPITAL**, and new partner **AMAZON**. Together we created exciting activations that strengthened brand awareness for our sponsors and offered unique experiences to Fairgoers.



“The Green Family Foundation is proud of our continued support of Miami Book Fair and its ReadCaribbean 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.”

– **KIMBERLY GREEN / PRESIDENT, GREEN FAMILY FOUNDATION**



**Nicklaus Children's Hospital**

Where Your Child Matters Most

“Miami Book Fair is one of Miami’s most beloved family traditions and we were honored to be

part of an event that brings together families from across South Florida in support of the well-being and education of children ... Nicklaus Children’s Hospital was proud to sponsor Children’s Alley and the LEARN! tent, 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**



**JW MARRIOTT**  
MIAMI



**JW MARRIOTT**  
**MARQUIS**  
MIAMI

“At MDM Hotel Group, we are delighted to continue our partnership with Miami Book Fair, reinforcing our commitment to fostering literary and cultural experiences in South Florida. Supporting this incredible event alongside JW Marriott Marquis Miami and JW Marriott Miami has been an honor, and we take great pride in contributing to initiatives that champion storytelling, education, and community engagement. We look forward to continuing this meaningful collaboration and celebrating the power of literature together.”

– **FLORENCIA TABENI / CHIEF OPERATING OFFICER, MDM HOTEL GROUP**



“Amazon is proud to support Miami Book Fair at Miami Dade College and further the mission of culture and fun experiences that build community and foster the love of reading at home and around the world.”

– **ANGELICA SANTIBAÑEZ / HEAD OF COMMUNITY ENGAGEMENT, FLORIDA AND PUBLIC POLICY, AMAZON**

# MARKETING: STAYING ON EVERYONE'S RADAR

Miami Book Fair 2024 marketing efforts generated **MORE THAN 100 MILLION IMPRESSIONS**. Below are just a few highlights:

More than

**100,844 UNIQUE WEBSITE VISITORS**

explored our content.

**OUR SOCIAL MEDIA PRESENCE SKYROCKETED,**

surpassing 100,000 followers and generating 14.1 million impressions across platforms.

We realized

**AN ADDITIONAL 14.25 MILLION IMPRESSIONS**

through Meta and Google ads.

Outdoor advertising

**REACHED AN ESTIMATED 20-25 MILLION PEOPLE**

via billboards, transit-placed signs, and street banners.

Influencer collaborations with entities such as Pancake x Pumpkin generated

**580,000+ VIDEO VIEWS AND 55,000+ LIKES.**





# MIAMI BOOK FAIR IN THE NEWS



“Miami Book Fair is more than just an annual event — it’s a vibrant celebration of literature, culture, and community that has inspired generations of writers, readers, and dreamers. As author James Grippando shared, attending the Fair for years felt like a distant dream of becoming a writer — until it became a reality.”



“Miami Book Fair is a multiverse of new worlds that will swing open doors for South Florida readers. It kicks off Sunday, November 17, at Miami Dade College Wolfson Campus with a cornucopia of immensely talented writers, chats, panels, a street fair, and evening events.”



“When they all came together [to create Miami Book Fair] they really wanted to create a community event that would make everyone feel welcome, that would remind everyone of the power that exists in the telling of stories.”



“Reading is a solitary experience. You read a book and, if you’re lucky, you become immersed in the singular world of that book. But no matter how many characters you meet in that world, you’re still on that journey alone. Miami Book Fair offers the opportunity to share those worlds with others, to meet people who share your passion for a certain genre or author or topic, and to learn about new ones from strangers, who can, in the moment, become friends. For 40 years, the Fair has created a community of readers and writers connecting with each other and making memories together. Miami Book Fair is a celebration of books and the people who love them.”



# 2024 MIAMI BOOK FAIR

## SOCIAL MEDIA #MBF2024, #MiamiBookFair2024

102,000+

TOTAL FOLLOWERS

1,300+

POSTS

112,000+

ENGAGEMENTS

600,000

VIDEO VIEWS

6,000,000+

IMPRESSIONS



**@bradmeltzer** Miami Book Fair throws the best parties. So many people I love and admire in one room. Thank you Lisette, our family at @miamibookfair, and of course, my hero, @mitchellakaplan. Extra love to our favorite @mdcpresident, @charles.kochman for the best introduction, and @seemybrotherdance for putting up with us. And c'mon, @thisispattismith bringing it all together at the end. Power to the people for sure.



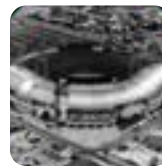
**@thisispattismith** This is an unexpected encounter. at the Miami Book Fair. Reminding us to stay curious and enthusiastic, two keys for a youthful consciousness. Happy New Moon.



**@lokiisreading** Went all the way to Miami just to meet @literaryxqueen (thank you @steamyli!!) and get my copies of Lore of the Wilds signed! It was my first time going to the Miami Book Fair, and it was amazing! I also came across two black owned bookstoners @jayshousebookbakery and @onyxgustsandbooks



**@reneebraceysherman** I picked up three new books I'm excited about at @miamibookfair from @onyxgiftsandbooks and @booksandbooks. I met @aminagautier1913 in the authors' lounge at breakfast and her book of short stories on Black folks living in various American cities in the 1970s and 80's THE BEST THAT YOU CAN DO sounded epic. Later, I got to hear @pem.i talk about GHOSTROOTS, a collection of short haunting stories that take place in Lagos centering on Nigerian families, culture, and myths. 'Pemi was in conversation with @nicolayoon who talked about her new book, One of Our Kind, about a Black family that moves to an all Black neighborhood and their neighbors are a bit odd in a Get Out meets Stepford Wives way. I can't wait to dig into them!



**@miamistadium** Miami Book Fair got rockin' n' rollin' today as Jim DeFede dropped his new book "The Chronicles of Willy & Sal" aka Miami's Cocaine Cowboys. DeFede was joined on stage by the Rakontur boys, Billy Corben and Alfred Spellman, for a fun, flowing discourse moderated by Tom Finkel. Signed copies and kibitzing ensued, as always L&R Mitch Kaplan, the B&B fam and MDC for the hospitality and always delivering a cool experience

# PROGRAM SPONSORS AT-A-GLANCE

## Evenings With



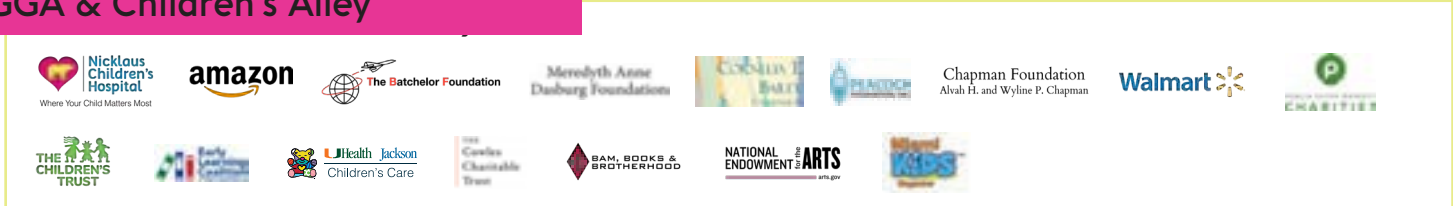
## Street Fair



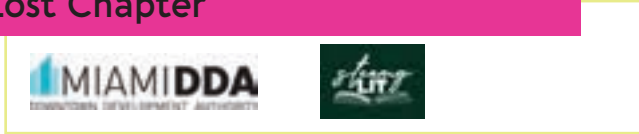
## Weekend Authors



## GGA & Children's Alley



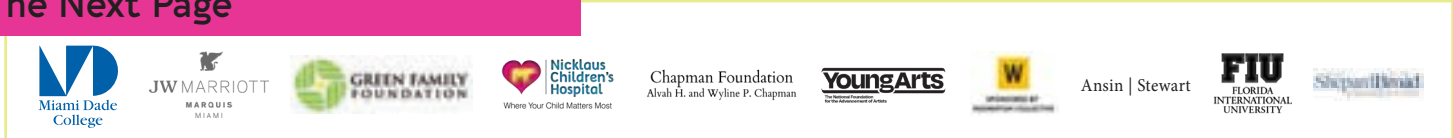
## Lost Chapter



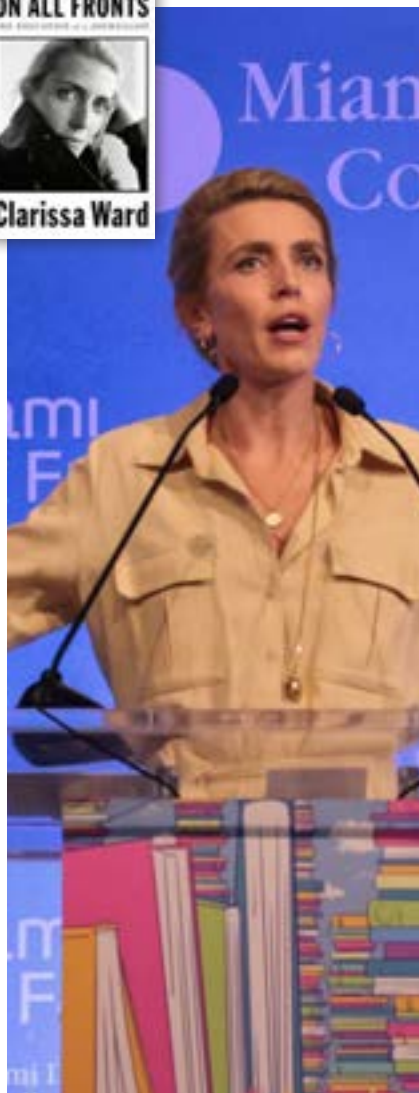
## Off the Shelf



## The Next Page



# EVENINGS WITH



# EVENINGS WITH

Our hot-ticket **EVENINGS WITH** series brought globally recognized authors to the stage, who discussed their latest books during **INTIMATE CONVERSATIONS BEFORE RAPT AUDIENCES**. Sponsorship benefits for these high-profile programs included introducing authors, private VIP receptions, and front-row seats for our sponsors and their special guests. 2024's Evenings With authors included **AMIR TIBON, DON LEMON, ALICE MCDERMOTT, ERIK LARSON, SARAH SMARSH, CLARISSA WARD, CONNIE CHUNG, AND AMY TAN**.



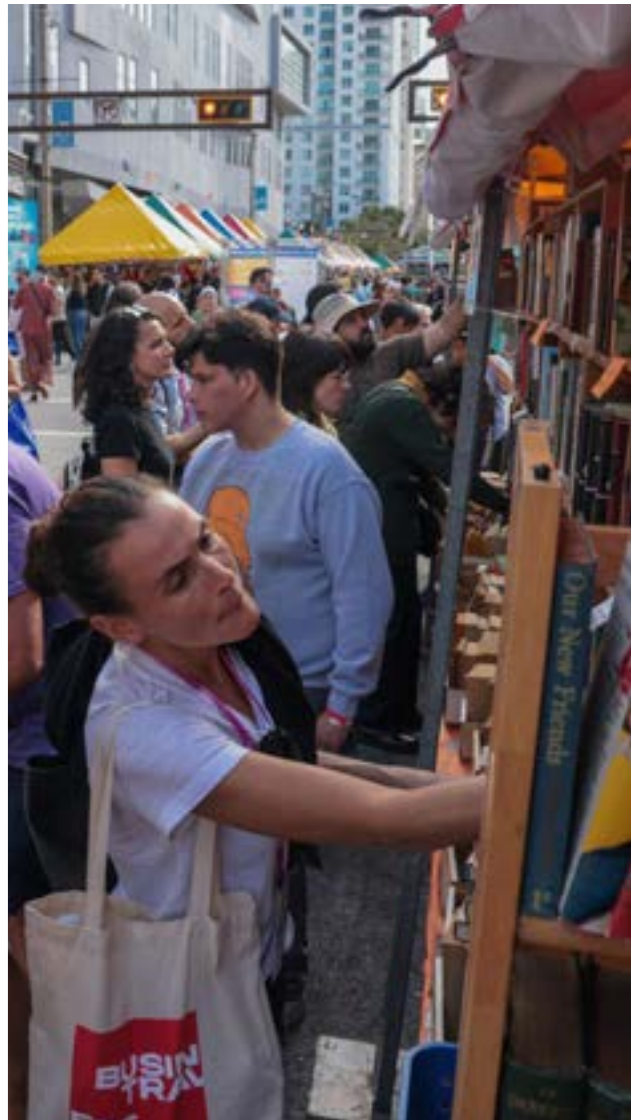
AMY TAN



DON LEMON & JULIO CAPÓ JR.

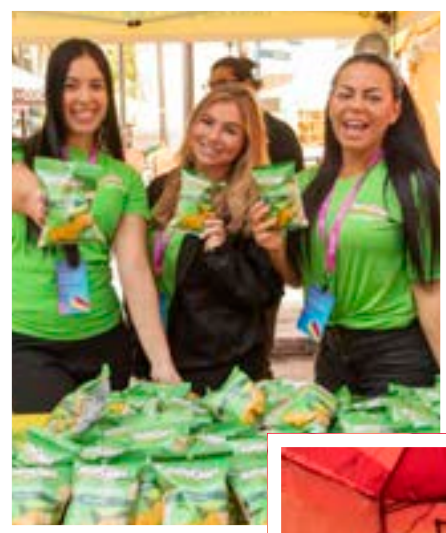
**2,129**  
ATTENDEES AT  
EVENINGS WITH 2024!

# STREET FAIR



# STREET FAIR

Cultures and generations connected at **STREET FAIR**, three days of book vendors, artisanal crafts makers, live music, art, performances, and games — all presented in an exciting, town square-like environment! Our Street Fair **EXHIBITORS ENGAGED THOUSANDS OF ATTENDEES WITH BOOTHS AT THE HEART OF THE FAIR**, and spent the weekend just steps away from Writer’s Row, Children’s Alley, and the Smorgasburg Miami food garden.



**40,000+**

**ATTENDEES AT  
STREET FAIR 2024!**

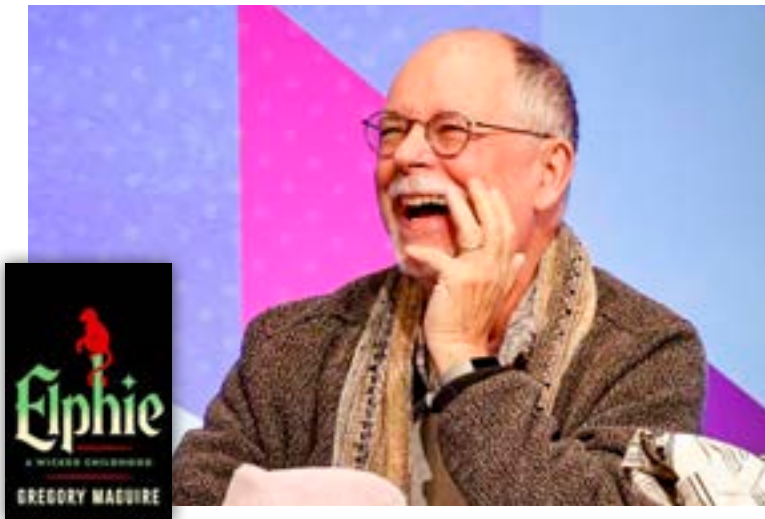
**160+**

**EXHIBITORS INCLUDING  
30+ SPONSORS!**

**Tens of thousands**

**OF BOOKS SOLD  
OR DISTRIBUTED!**

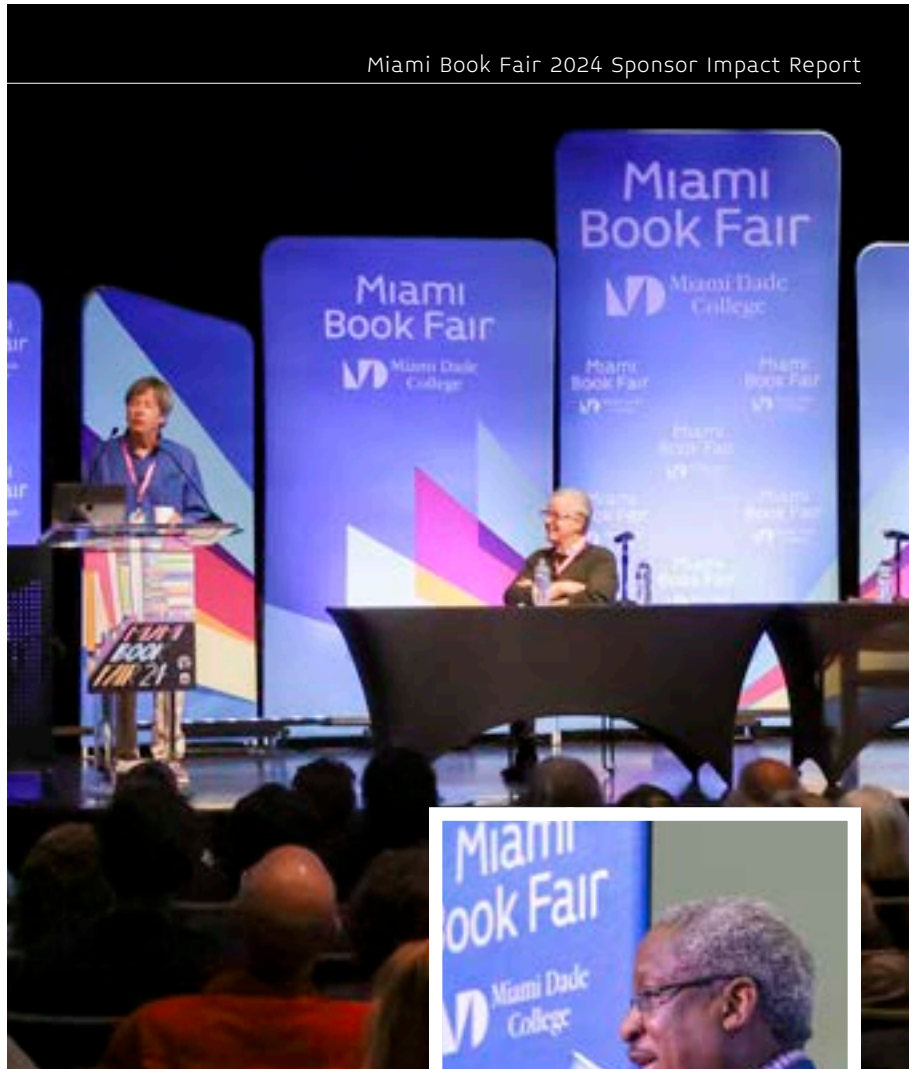
# WEEKEND AUTHORS





# WEEKEND AUTHORS

Hundreds of **BIG-NAME AND DEBUT AUTHORS** converged during the Fair's final two packed-with-action days! Inside our doors and out on the plaza — including beneath our new signature Pavilion marquee — **CONVERSATIONS, READINGS, AND PANEL DISCUSSIONS** explored **MYRIAD GENRES, HOT TOPICS, AND EXPERIENCES**. Sponsorship benefits included introducing authors, private VIP receptions, and front-row seats for our sponsors and their special guests.



**AL DOTSON, CEO & MANAGING PARTNER OF BILZIN SUMBERG**

**24,000+**

**ATTENDEES AT OUR 2024 WEEKEND AUTHOR PROGRAMS!**



**MARIANNE WILLIAMSON & REV. JUAN DEL HIERRO**

# CHILDREN'S ALLEY

Stories came to life at **CHILDREN'S ALLEY**, where children and families gathered for kid-friendly, literacy-promoting activities centered around **MUSIC, SCIENCE & TECHNOLOGY, CREATIVE ARTS, AND HEALTH & WELLNESS**. On tap were science demos, live theater, arts and crafts, the **READ & CHILL LOUNGE** — where folks could escape for some quiet reading time — and much, much more!



9,000+

ATTENDEES AT CHILDREN'S ALLEY 2024!

91

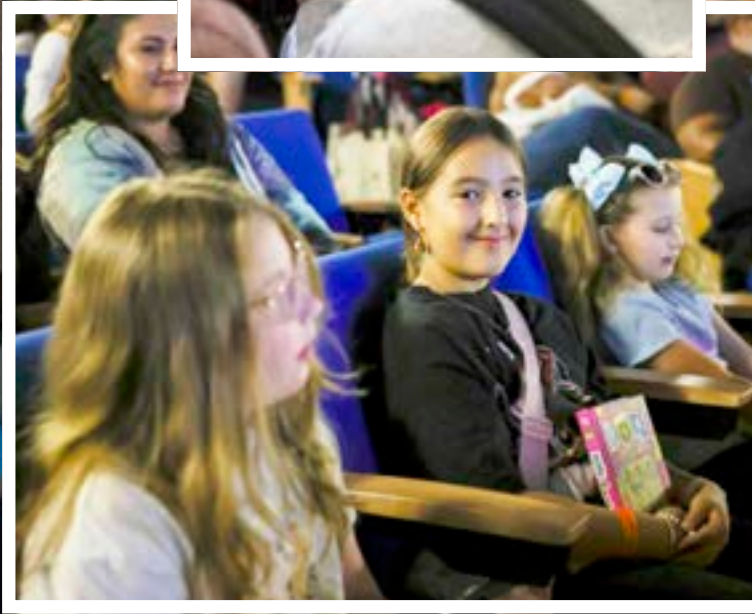
PROGRAMMING PARTNERS!

2,000+

FREE BOOKS GIVEN TO KIDS!

# GENERATION GENIUS AUTHORS

Thrilled students met the folks who wrote some of their favorite books through our **GENERATION GENIUS AUTHORS** program. Face-to-face discussions, Q&As, and the **NATIONAL BOOK FOUNDATION TEEN PRESS CONFERENCE** encouraged the youngest members of our community to seize the joy found in reading a great book and envision themselves as writers, too!



**22**  
PRESENTING  
AUTHORS  
ACROSS 13 GGA  
SESSIONS!

**6,043**  
K-12 STUDENTS!

**72**  
PARTICIPATING  
SCHOOLS, 49 OF  
THEM TITLE II!

# FRIENDS OF THE FAIR

Our **FRIENDS OF MIAMI BOOK FAIR** members are fiercely committed champions of literature and Miami, and 2024 was no different! Leaders in our community, they spend Fair week with us year after year and provide funding that helps support our programming. **ALLOW US TO INTRODUCE YOU TO OUR MOST FAITHFUL SUPPORTERS** by sponsoring the Friends Hospitality Lounge during Street Fair weekend.

“What I love most is that the Fair lets you see Miami at its best. Things like friendship, kindness — just people meeting each other and that feeling of community. That keeps me enthused about it to this day.”

— 2024 Friend of the Fair

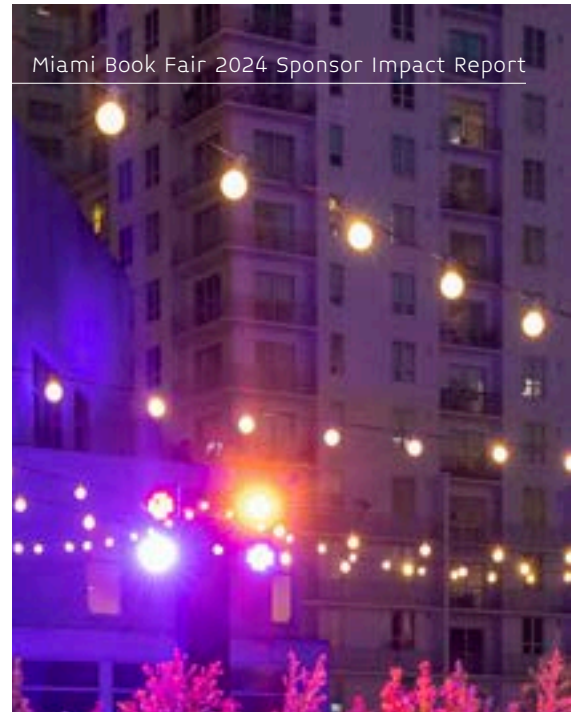
500+

FRIENDS CONTRIBUTED NEARLY \$193,000 THROUGH MEMBERSHIP IN 2024, OR APPROXIMATELY 8% OF OUR ANNUAL BUDGET, ALLOWING US TO BRING EVEN MORE AUTHORS TO MIAMI!



# LOST CHAPTER

The place to be to grab a drink, have fun, and connect with other Fairgoers, **LOST CHAPTER** happened every evening during the week under Miami's glittering night sky. Each rooftop get-together offered guests a **CURATED SOUNDTRACK SPUN BY LOCAL DJs AND NIGHTLY TAKEOVERS FROM PARTNERS** like Steamy Lit, which presented new-to-attendees authors, a raucous trivia game, and bespoke inspired-by-books cocktails!



# OFF THE SHELF

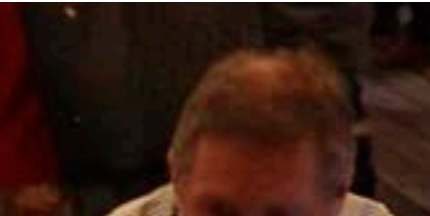
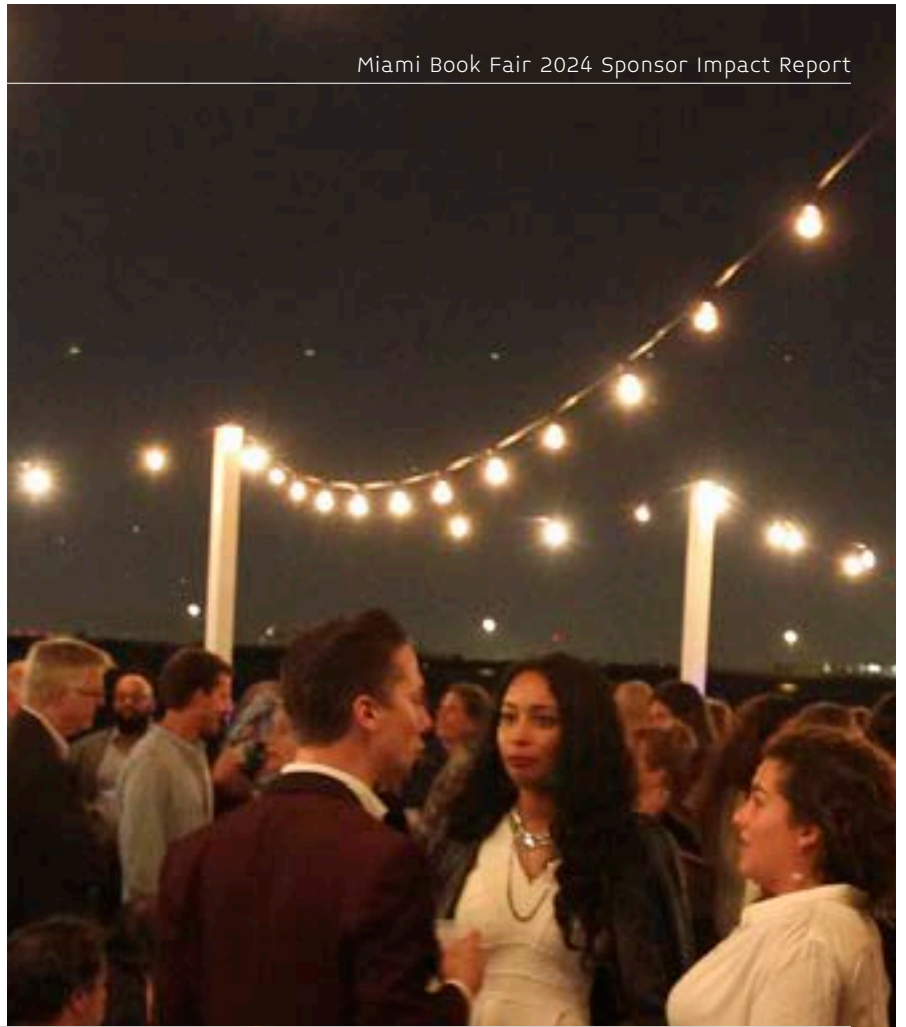
Live music and literary entertainment on the **OFF THE SHELF** stage featured musicians, poets, and oral storytellers for a music festival and celebration of local voices like no other! 2024 Fairgoers enjoyed performances from the **CELIA CRUZ ALLSTARS, FRENCH HORN COLLECTIVE, AND ROCK BOTTOM REMAINDERS**, among other acts, and literally danced in the streets far into the night.



21  
MUSICAL ACTS  
& PERFORMERS  
IN 2024!

# AUTHORS' PARTY

Dozens of 2024 presenters attended our **EXCLUSIVE AUTHORS' PARTY**, which took place at **THE STANDARD IN MIAMI BEACH**, our longtime annual host. It's a special invitation extended only to sponsors and high-level Friends of the Fair, and our guests were delighted to spend time with authors like **JOSEPH EARL THOMAS, CRYSTAL HANA KIM, RICHARD BLANCO, SARA DANIELE RIVERA, AND MATEO ASKARIPOUR**, among others.



# THE NEXT PAGE 2024 EVENT SPONSORS

## Premier Sponsors



## Table Hosts



Jonathan Chariff

Mary Carpenter

The Frankel Family

Ansin | Stewart

Behna Gardner

Robert Dinerstein & Nadine Asin  
(Advisory Committee Co-Chairs)

Alan Lafer & Susan Rose

## Underwriters & Media Sponsors





# THE NEXT PAGE CELEBRATION DINNER

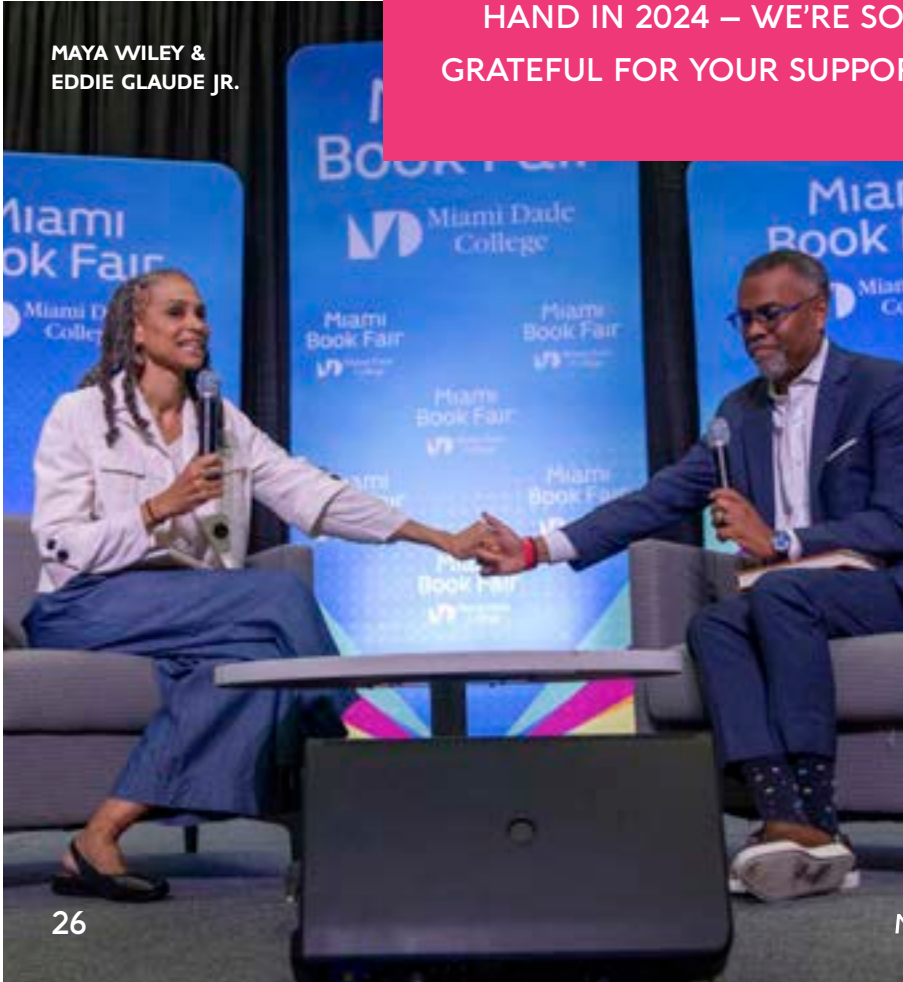
The **NEXT PAGE CELEBRATION DINNER** — a special evening acknowledging the work and impact of literary heroes and attended by presenting Fair authors at every table — was again a bestselling success in 2024! This extraordinary night honored authors **BRAD MELTZER AND PATTI SMITH** and community leaders **JONATHAN CHARIFF AND JEAN-MARIE “JAN MAPOU” DENIS**, and featured live music from **THE FRENCH HORN COLLECTIVE**, a silent auction, and a delicious meal prepared by chef **DAVID AVILA**.





From setup and breakdown to author meet-and-greets and book signings, there's a long list of volunteer options available at the Fair — many of them fantastic opportunities for corporate volunteer outings!

**THANK YOU TO THE 800 VOLUNTEERS WHO LENT A HAND IN 2024 – WE'RE SO GRATEFUL FOR YOUR SUPPORT!**

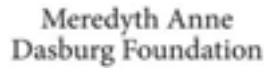


# A HEARTFELT THANK YOU TO ALL OF OUR 2024 SPONSORS

## PREMIER SPONSORS



## MAJOR SPONSORS



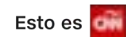
## ASSOCIATE SPONSORS



## SUPPORTING SPONSORS



## MEDIA SPONSORS



## WITH THE SUPPORT OF





# SAVE THE DATE

**MIAMI BOOK FAIR: NOVEMBER 16-23, 2025**

Thank you to all of our sponsors and Friends — we'll see you in November!

[MiamiBookFair.com](https://MiamiBookFair.com) | [MiamiBookFairOnline.com](https://MiamiBookFairOnline.com)