



BENEFITING  
THE 42<sup>ND</sup> ANNUAL

Miami  
Book Fair



# 2025 SPONSORSHIP OPPORTUNITIES

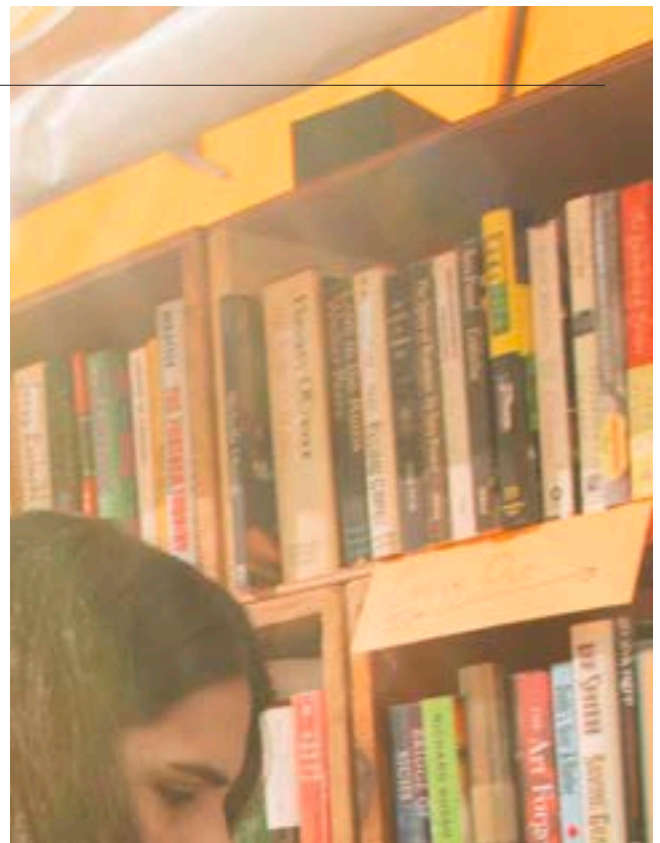
Make a Positive Impact & Amplify Your Brand in Miami

Miami Book Fair: November 16-23, 2025 | Street Fair: November 21-23, 2025



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# A LITERARY LEGACY

For 42 years, we've welcomed a vast and eclectic group of authors to Miami for insightful discussions and engaging conversations that 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. These visiting authors, our beloved Street Fair, and the tens of thousands of people who come to celebrate books and reading have helped make the Fair **A RESPECTED GLOBAL DESTINATION FOR ARTS AND CULTURE.**

## JOIN US IN WRITING OUR NEXT CHAPTER FOR MIAMI

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.
- **USE 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 HIGH-LEVEL CLIENTS AND STAFF MEMBERS** with exclusive author receptions, VIP seating, and/or reserved entry to Street Fair and author sessions.

We're deeply grateful for the support of our sponsors, whose generosity has powered Miami Book Fair for more than 40 years. We hope you will join our family of supporters this year and help us continue to bring Miami together to celebrate books, authors, and the written word.

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.

# 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!**

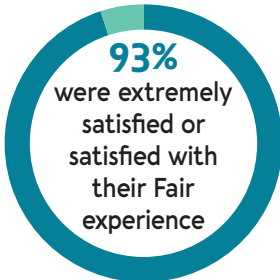
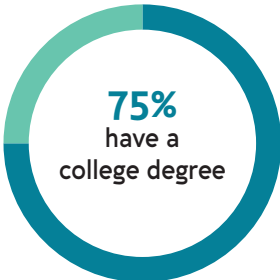
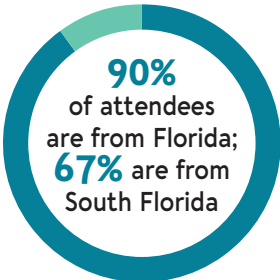
“The Greater Miami Convention & Visitors Bureau continues to be a proud supporter and partner of Miami Book Fair. It’s a cultural cornerstone festival that attracts visitors from around the world, showcasing greater Miami as a premier hub for literature, arts, culture, and intellectual exchange. By drawing renowned authors and diverse audiences, the Fair enriches our tourism landscape, boosting local businesses and celebrating the destination’s dynamic cultural identity.”

– JOHN COPELAND / DIRECTOR,  
ARTS & CULTURE TOURISM, GMCVB

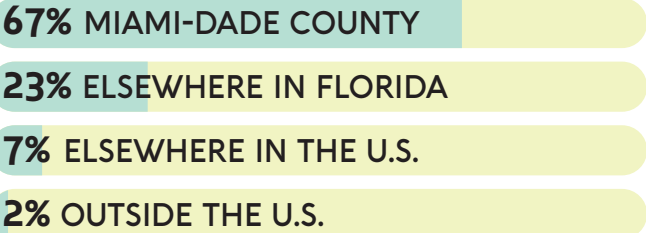
**MIAMI**  
GREATER MIAMI & MIAMI BEACH



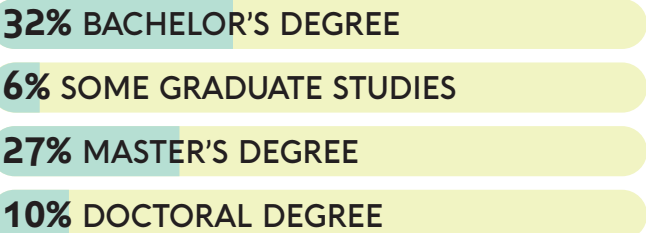
# MIAMI BOOK FAIR'S AUDIENCE



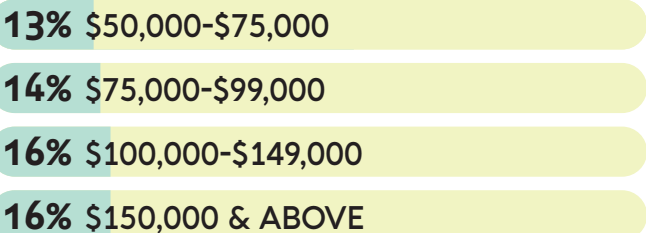
## Primary Residence



## Highest Level of Education

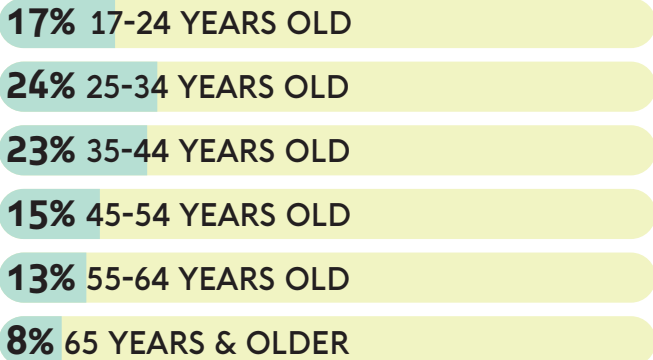


## Household Income

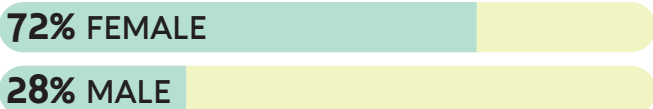


\*20% replied "Prefer not to answer"

## Age



## Gender



## Return vs. First-time Fairgoers



# MARKETING: STAYING ON EVERYONE'S RADAR

Our strategic approach to marketing the Fair — which includes print, radio, digital, social media, and outdoor campaigns — consistently yields impressive results, keeping the Fair buzz going.

## High-level impact marketing numbers:

36

sponsors and partners!

50 MILLION+

total measurable impressions, plus tens of millions more non-measurable impressions!

HUNDREDS

of local, regional, and national media placements and mentions!

24 MILLION

impressions generated by outdoor marketing!



# 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.”



“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.”



“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.”



# 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 Lissette, 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.



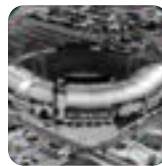
**@thisispattismith** This is an unexpected encounter. at the Miami Book Fair. Reminding us to stay curious and enthusiastic, two keys for a youthful consciousness. Happy New Moon.



**@lokiisreading** Went all the way to Miami just to meet @literaryxqueen (thank you @steamylit!!) 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



# MIAMI BOOK FAIR STANDARD SPONSORSHIP BENEFITS

All sponsors receive the following standard benefits, which include exclusive recognition, brand exposure, and attendee engagement opportunities at one of the nation's premier literary festivals:

One 12' x 12' booth at Street Fair.

Logo or company listing on social media platforms.

Logo recognition on Miami Book Fair website, with link to your website.

Logo placement on signage displayed throughout MBF grounds.

Logo placement and recognition on event-specific signage related to sponsored programs and/or sessions.

Credentials for your staff (required to activate your footprint at Street Fair).

Collaboration with MBF to create customized ticket package for relevant events.

Logo inclusion in Fairgoers Guide, distributed through various channels (60,000+ distribution).

Opportunity to provide one (1) corporate promotional item for up to 600+ Friends of the Fair and 600+ author welcome swag bags (total 1,200+).



# LEVEL-SPECIFIC SPONSORSHIP BENEFITS

## Premier Sponsor \$50,000+

### MARKETING BENEFITS:

- Standard benefits as outlined.
- Sponsorship of premier program (e.g., Evenings With, children’s programming, Lost Chapter, Off the Shelf).
- Street Fair activation: A minimum 20’ x 30’ tent (tent/activation space size varies by sponsorship level).
- Inclusion in media campaigns and banner ads on MBF website.
- Full-page ad in Fairgoers Guide (60,000+ distribution).
- Sponsor recognition at year-round author events.

### HOSPITALITY BENEFITS:

- 8 VIP hospitality lounge tickets for Street Fair weekend.
- 10 branded Street Fair credentials.
- 8 VIP seats at author events.
- One VIP table (8 guests) with a presenting author at the Next Page Celebration Dinner (Friday, November 21, 2025).
- 8 tickets to exclusive Authors’ Party (Saturday, November 22, 2025).

## Major Sponsor \$25,000-\$49,999

### MARKETING BENEFITS:

- Standard benefits as outlined.
- Sponsorship of an author track (i.e., curated series of author conversations within a specific genre or theme).
- Street Fair activation: A minimum 12’ x 12’ tent (tent/activation space size varies by sponsorship level).
- Social media mentions and targeted sponsor emails.
- Half-page ad in Fairgoers Guide (60,000+ distribution).
- Sponsor recognition at year-round author events.

### HOSPITALITY BENEFITS:

- 6 VIP hospitality lounge tickets for Street Fair weekend.
- 10 branded Street Fair credentials.
- 6 VIP seats at author events.
- 2 tickets at a table with a presenting author at the Next Page Celebration Dinner (Friday, November 21, 2025).
- 6 tickets to exclusive Authors’ Party (Saturday, November 22, 2025).

# LEVEL-SPECIFIC SPONSORSHIP BENEFITS

## Associate Sponsor \$10,000-\$24,999

### MARKETING BENEFITS:

- Standard benefits as outlined.
- Sponsorship of a children’s or adult program, the Block Party, or a Lost Chapter evening.
- Street Fair activation: A minimum 12’ x 12’ tent (tent/activation space size varies by sponsorship level).
- Quarter-page ad in Fairgoers Guide (60,000+ distribution).

### HOSPITALITY BENEFITS:

- 4 VIP hospitality lounge tickets during Street Fair weekend.
- 5 branded Street Fair credentials.
- 4 VIP seats at author events.
- 4 tickets to exclusive Authors’ Party (Saturday, November 22, 2025).

## Supporting Sponsor \$5,000-\$9,999

### MARKETING BENEFITS:

- Standard benefits as outlined.
- Sponsorship of an author session.
- Street Fair activation: A minimum 12’ x 12’ tent (tent/activation space size varies by sponsorship level).

### HOSPITALITY BENEFITS:

- 2 VIP hospitality lounge tickets during Street Fair weekend.
- 5 branded Street Fair credentials.
- 2 VIP seats at author events.
- 2 tickets to exclusive Authors’ Party (Saturday, November 22, 2025).

**One Title sponsorship opportunity available;  
please ask the Development team for details.**

### FOR CUSTOMIZED SPONSORSHIP OPPORTUNITIES, CONTACT:

**COREY LEWIS**, Director of Development  
CLewis2@mdc.edu, 913.579.1803

**LISA BETTER**, Senior Development Associate  
LBetter@mdc.edu, 305.790.7597



# IN-DEMAND PROGRAMS, LIMITLESS OPTIONS

Miami Book Fair offers hundreds of opportunities to connect with your target audience, again and again.

## EVENINGS WITH

Signature high-profile author series that opens the Fair and keeps audiences coming back each night.

## WEEKEND AUTHORS

Conversations, readings, and panels with hundreds of acclaimed and emerging authors, including sponsored sessions focused on Jewish, LGBTQ+, and business and tech authors, as well as such series as ReadCaribbean, ReadingEast, and IberoAmerican Authors.

## STREET FAIR

Three days of book vendors, artisanal makers, live music, art, performances, and games, all presented in an exciting, town square-like environment.

## GENERATION GENIUS AUTHORS

Excited students meet exceptional children's book and YA authors during face-to-face discussions, Q&As, and the National Book Foundation's Teens Read the National Book Awards.

## CHILDREN'S ALLEY

Where young readers and their families enjoy storytimes and book-inspired science demos, live theatrical performances, arts and crafts, and more.

## BLOCK PARTY

Kickoff to the Fair and an old-school street party that features world-renowned DJs and special performers.

## OFF THE SHELF

A three-day, outdoor mini music festival that fills downtown with heart-pumping beats and beautiful voices, compelling Fairgoers to literally dance in the streets.

## LOST CHAPTER

Rooftop get-togethers under Miami's glittering night sky with DJs, cocktails, and a different sponsor takeover every night.

## AUTHORS' PARTY

Invite-only event at THE STANDARD, where sponsors and high-level Friends of the Fair mix and mingle with many of the Fair's presenting authors.

OFF THE SHELF PERFORMER  
LES GREENE



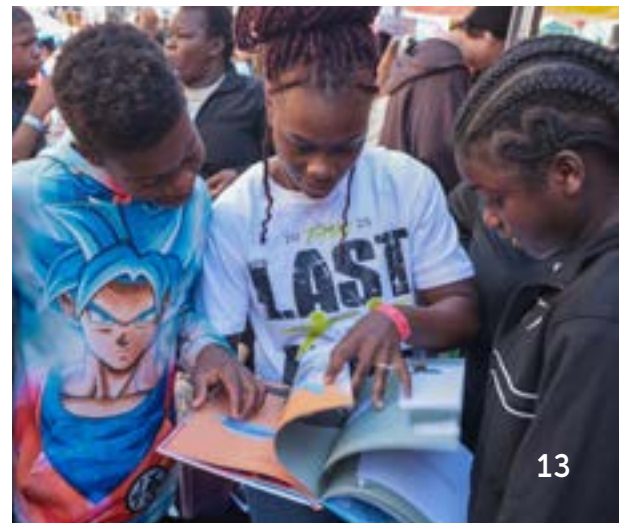
Miami Book Fair 2025 Sponsorship Opportunities



AUTHOR KARA SWISHER



AUTHOR & SCIENTIST  
JOY BUOLAMWINI







JUAN CHIPOCO, FOUNDER OF THE JUAN CHIPOCO FOUNDATION & PRINCIPAL OF CVI.CHE 105 PERUVIAN CUISINE



AL DOTSON, CEO & MANAGING PARTNER OF BILZIN SUMBERG







“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



“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



“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



“Steamy Lit is a proud sponsor of Miami Book Fair. It’s a pillar of our literary community and supporting its mission is an honor. The MBF team is phenomenal to work with and so supportive of our mission to celebrate diversity in romance.”

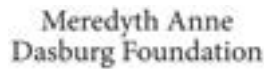
– MELISSA SAAVEDRA /  
FOUNDER, STEAMY LIT –  
A LITERARY COLLECTIVE

# THANK YOU TO OUR 2024 SPONSORS

## PREMIER SPONSORS



## MAJOR SPONSORS



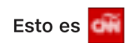
## ASSOCIATE SPONSORS



## SUPPORTING SPONSORS



## MEDIA SPONSORS



## WITH THE SUPPORT OF

