



## 2024 Savannah Book Festival Corporate Sponsorship Opportunities February 15-18, 2024

### **Presenting Sponsors - \$10,000**

***(Acknowledgement at all Festival events/venues)***

- 6 preferred seating tickets to each of the Opening, Keynote and Closing Addresses\*
- 6 passes to the “Meet the Authors” party following Friday’s Keynote Address
- 4 passes to the VIP Suite all day on Festival Saturday
- 2 passes to the Green Room prior to Festival’s Thursday, Friday and Sunday Headline Addresses to meet the author and have a book personalized and signed
- Reserved parking pass for Festival headliner events
- Dedicated lines for entrance into all Festival events and limited, preferred seating at front of venue on Festival Saturday\*\*
- Priority recognition on the Savannah Book Festival website, venue signage, collateral, advertising and in all SBF email newsletters (5,000 subscribers); full page ad in event programs and mention in SBF social media posts

### **Opening, Keynote, Closing Address Sponsors- \$7,500**

- 4 preferred seating tickets to each of the Opening, Keynote and Closing Addresses\*
- 4 passes to the “Meet the Authors” party following Friday’s Keynote Address
- 2 passes to the VIP Suite all day on Festival Saturday
- Reserved parking pass for Festival headliner events
- Dedicated lines for entrance into all Festival events and limited, preferred seating at front of venue on Festival Saturday\*\*
- Prominent recognition on the Savannah Book Festival website, venue signage, collateral, in SBF email newsletter (5,000 subscribers), social media mentions and half page ad in event programs

### **Venue and SBF@Schools Sponsors - \$5,000**

- 4 preferred seating tickets to each of the Opening, Keynote and Closing Addresses\*
- 4 passes to the “Meet the Authors” party following Friday’s Keynote Address
- 2 passes to the VIP Suite all day on Festival Saturday
- Reserved parking pass for Festival headliner events
- Dedicated lines for entrance into all Festival events and limited, preferred seating at front of venue on Festival Saturday.\*\*\*
- Prominent recognition on the Savannah Book Festival website, venue signage, collateral and quarter page ad in event programs

## **Gold Author Sponsors - \$2,500**

- 2 preferred seating tickets to each of the Opening, Keynote and Closing Addresses
- 2 passes to the “Meet the Authors” party following Friday’s Keynote Address
- 2 passes to the VIP Suite all day on Festival Saturday
- Dedicated lines for entrance into all Festival events and limited, preferred seating at front of venue on Festival Saturday. \*\*
- Recognition on the Savannah Book Festival website and eighth of a page ad in event programs

## **Silver Author Sponsors - \$1,500**

- 2 preferred seating tickets to each of the Opening, Keynote and Closing Addresses
- 2 passes to the “Meet the Authors” party following Friday’s Keynote Address
- 2 passes to the VIP Suite all day on Festival Saturday
- Dedicated lines for entrance into all Festival events and limited, preferred seating at front of venue on Festival Saturday. \*\*
- Recognition on the Savannah Book Festival website and event programs

## **Festival Tent sponsorships:**

Savannah Book Festival has an estimated 8,000 to 10,000 attendees each year, walking in and around Telfair Square to purchase books, have their books signed by authors, and attend author sessions, in addition to general foot traffic around the square on Festival Saturday. The Festival atmosphere around Telfair Square also attracts locals and tourists visiting downtown.

### **Author Signing Tent on Telfair Square- \$4000**

- Gold Author Sponsor benefits
- 6-foot banner with logo at tent
- Recognition at author sessions on Festival Saturday

### **Livestream Tent on Telfair Square - \$4000**

- Gold Author Sponsor benefits
- 6-foot banner with logo at tent
- Digital banner on screen
- Space/small table for collateral/brochures within Livestream tent

### **Book Sales Tent on Telfair Square - \$15,000**

- Presenting Sponsor benefits
- 6-foot banner with logo at tent
- Recognition at author sessions on Festival Saturday

As the Savannah Book Festival, Inc. is a federally designated tax-exempt charitable organization under IRC Section 501 (c)(3), your contribution is deductible as allowed by law. Federal tax ID #20-5945594. Tax receipts will indicate the amount of goods or services that have been provided to you in exchange for your contribution.

Sponsorships may be shared at all levels and benefits divided accordingly. For ticketed headliner events, preferred seating will be reserved by sponsor levels in the front of the theater.

\*If Sponsors wish to purchase General Admission tickets for an event(s), they are asked to advise the Savannah Book Festival office of the number of tickets to be purchased no later than one month prior to the presentation date. Requests made after that date are subject to availability.

\*\* Seats will be released just before the start of the session. *Please note no entrance after sessions have begun.*

Note: For headliner author events scheduled in facilities that accommodate less than 1200 people or in the event of venue capacity limitations, sponsor ticket allocations may be prorated.

**To become a sponsor, contact Tara Setter at 912-598-4040 or [tara@savannahbookfestival.org](mailto:tara@savannahbookfestival.org).**

**Sponsorships may be paid by credit card online, by calling the SBF office or by check mailed to: 37 W. Fairmont Avenue, #216, Savannah, GA 31406**

### **Some facts about Savannah Book Festival:**

- **An estimated 8,000 -10,000 people attend SBF annually.**
- **An estimated 55% of attendees come from outside of Savannah, including Hilton Head, Charleston, Atlanta, Jacksonville and other surrounding GA/FL cities.**
- **78% female, 22% male**
- **67% are age 55 and older**
- **72% have household incomes of \$50,000 or more; 48% with household income of \$100,000 or more**
- **Of those attending SBF from outside of Savannah, about 65% come specifically for SBF**
- **73% are likely to return the next year; 80% are likely to recommend SBF to friends and family.**
- **35 - 45 authors travel to Savannah each year to participate in the Festival, staying at least one night in a hotel and some bringing a travel companion or family.**
- **Ticketed headliner events (opening, keynote, closing) typically sell out, providing a full theater of patrons to see your logo or company name.**