



## 2019 TEXAS TEEN BOOK FESTIVAL

### SPONSORSHIP OPPORTUNITIES

October 2019

The Texas Teen Book Festival takes place in Austin, Texas, and is free and open to the public. More than 5,000 teen and young adult readers gather for a day featuring more than 35 authors in panels, Q&A sessions, and book signings, as well as fun exhibitors, food trucks, and a costume contest.

The Studio Create tent is an outdoor tent that celebrates the celebratory festival atmosphere of the day. Partnering with literary organizations, non-profits, and other partners, Studio Create features interactive photo opportunities, crafts, and activities. Activities in 2018 included zine making, photo booths, and custom buttons. These activities are also free for attendees.

The Fresh Ink Fiction contest is the newly rebranded Texas Teen Book Festival's writing contest. Contest will be shared over social media and with school districts, libraries, and partner literary organizations with a focus on young writers. Please see the 2018 details and previous winners here: <https://texasteenbookfestival.org/fiction-writing-contest/>.

The Read Everything sponsorship level is your chance to be creative! Would you like to sponsor a charging station, reading lounge, water station, or photo booth? The vibrant Texas Teen Book Festival community thrives on creativity, interactive experiences, and participant engagement. Contact us, and we'll find a solution that amplifies your brand, and creates a fun, engaging, and unique experience for our attendees and authors.

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#### **Studio Create Sponsor = \$2,500:**

- *Exclusive sponsorship*
- Named sponsor of outdoor Studio Create tent, including banner
- Opportunity for branded photo opportunity, included logo step and repeat, in the Studio Create space.
- Opportunity for promotional giveaways and to feature additional titles in Studio Create
- Booth in marketplace with prominent placement
- Name recognition as a Festival sponsor before Festival keynote presentation
- Logo recognition on printed Festival program
- Sponsor recognition in press release
- Digital sponsor package
  - Company logo and website link on Texas Teen Book Festival website and social media

- Company logo and link on BookPeople website and social media
- Combined TTBF, BookPeople and the Texas Book Festival reach 40k+ people on Facebook; 40k+ people on Twitter; 22k+ people on Instagram; and 45k+ mailing list subscribers.

**Fresh Ink Fiction Contest Sponsor = \$2,000:**

- *Exclusive sponsorship*
- Named sponsor of the Fresh Ink Fiction contest
- Opportunity for branded photo opportunity, including logo step and repeat, in the Studio Create space.
- Opportunity for promotional giveaways and to feature additional titles in Studio Create
- Booth at Texas Teen Book Festival with prominent placement
- Name recognition as a Festival sponsor before Festival keynote presentation
- Logo recognition on Festival program
- Sponsor recognition in press release
- Digital sponsor package (see above)

**Read Everything Sponsor = \$1,000:**

- *This is a sponsor level, and not exclusive*
- Opportunity for an interactive activity and promotional giveaways and to feature additional titles in the Studio Create space
- Booth at Texas Teen Book Festival with prominent placement
- Name recognition as a Festival sponsor before Festival keynote presentation
- Logo recognition on Festival program
- Digital sponsor package

There is also an option to reserve an exhibitor space. The applications will be available in the spring. In 2018, exhibitor booths cost \$395 (this is subject to change in 2019).

*Thank you for your consideration. Above proposal is customizable based on sponsor's marketing and outreach goals. Please contact Claire Burrows with any questions: 512-477-4055, [claire@texasbookfestival.org](mailto:claire@texasbookfestival.org).*

