

The San Diego Union-Tribune

FESTIVAL OF BOOKS

Presented by



Grab
a book

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a story

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a friend

SATURDAY, AUG. 20

10 A.M. - 5 P.M. | IN-PERSON AND VIRTUAL EVENT

Event Sponsorship Opportunities

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Main Track Sponsor

4 available **\$25,000** each

- 1) Adult Fiction and Nonfiction
- 2) Young Adults and Children
- 3) Poetry and Workshops
- 4) Spanish Programming

Package Assets

Brand Exposure	Category exclusivity Naming rights for the track
Pre-Event Exposure	Logo or name inclusion on all applicable marketing materials (print, digital, social media) on the Union-Tribune and PACIFIC platforms Logo on event website with hyperlink Opt-in option inclusion on registration page
Event Day	Logo or name inclusion throughout entire virtual event platform :30 second commercial (client to provide) to play OR opportunity to address the audience before each session in the chosen track Logo or name on all applicable event slides or videos Opportunity to moderate a panel Customized virtual event activation In-person event activation space - 15' X 15'*** (additional fee to apply for the U-T events team to conceptualize and activate) Onsite signage
Post-Event Exposure	Union-Tribune to send Thank You email to attendees on behalf of the sponsor Attendee list of all opt-ins Logo inclusion in recap video
Media*	(3) 1/4 ads in event spadeas (1) Facebook post on Union-Tribune boosted 250K digital impressions on SDUT.com

*Assets can be used for non-event related messaging

***All activation spaces include (1) 6 ft. table + linen

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Children's Reading Stage

1 available **\$25,000**

Package Assets

Brand Exposure	Category exclusivity Naming rights for the track
Pre-Event Exposure	Logo or name inclusion on all applicable marketing materials (print, digital, social media) on the Union-Tribune and PACIFIC platforms Logo on event website with hyperlink Opt-in option inclusion on registration page
Event Day	3 total activations, in-person and virtual Activation #1 Branded reading stage Opportunity to address the audience to kick off the children's reading stage Opportunity to lead (2) storytime readings Logo or name on all applicable event slides or videos Onsite signage Activation #2 10' X 10' space*** (additional fee to apply for the U-T events team to conceptualize and activate) Activation #3 Logo or name inclusion throughout entire virtual event platform Customized virtual event activation (U-T to create)
Post-Event Exposure	Union-Tribune to send Thank You email to attendees on behalf of the sponsor Attendee list of all opt-ins Logo inclusion in recap video
Media*	(3) 1/4 ads in event spades (1) Facebook post on Union-Tribune boosted 250K digital impressions on SDUT.com

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Entertainment Stage Sponsor 1 available.....\$20,000

Package Assets

Brand Exposure	Category exclusivity Naming rights for the entertainment stage
Pre-Event Exposure	Logo or name inclusion on all applicable marketing materials (print, digital, social media) on the Union-Tribune and PACIFIC platforms Logo on event website with hyperlink Opt-in option inclusion on registration page
Event Day	Logo or name inclusion throughout entire virtual event platform :30 second commercial (client to provide) to play OR opportunity to address the audience before each session in the chosen track U-T to curate entertainment line-up and costs Logo or name on all applicable event slides or videos In-person event activation space - 10' X 10'*** (additional fee to apply for the U-T events team to conceptualize and activate)
Post-Event Exposure	Attendee list of all opt-ins Union-Tribune to send Thank You email to attendees on behalf of the sponsor Logo inclusion in recap video
Media*	(2) 1/4 ads in event spades (1) Facebook post on Union-Tribune boosted 200K digital impressions on SDUT.com

*Assets can be used for non-event related messaging

***All activation spaces include (1) 6 ft. table + linen

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Lounge Sponsor 1 available \$15,000

Package Assets

Pre-Event Exposure Logo or name inclusion on all applicable marketing materials (print, digital, social media) on the Union-Tribune and PACIFIC platforms

Logo on event website with hyperlink

Listing in spadeas

Opt-in option inclusion on registration page

Event Day Logo or name inclusion on virtual event platform
(5):30 second commercials (client to provide) to play before panels
Logo or name on all applicable event slides or videos
Branded lounge activation space
Onsite signage

Post-Event Exposure Attendee list of all opt-ins
Union-Tribune to send Thank You email to attendees on behalf of the sponsor
Logo inclusion in recap video

Media* 200K digital impressions on SDUT.com

*Assets can be used for non-event related messaging

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Photo Booth Sponsor 2 available \$5,500 each

Package Assets

Pre-Event Exposure Logo or name inclusion on all applicable marketing materials (print, digital, social media) on the Union-Tribune and PACIFIC platforms

Logo on event website with hyperlink

Listing in spadeas

Logo inclusion in recap video

Opt-in option inclusion on registration page

Event Day Logo or name inclusion on virtual event platform

(3) :30 second commercials (client to provide) to play before panels

Logo or name on all applicable event slides or videos

Branded photo booth activation - logo photo strip, logo backdrop for client to keep

Media* 200K digital impressions on SDUT.com

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General Activation Space 15 available \$5,000 each

Package Assets

Pre-Event Exposure	Logo or name inclusion on all applicable marketing materials (print, digital, social media) on the Union-Tribune and PACIFIC platforms
Listing in spadeas	
Opt-in option inclusion on registration page	

Event Day	10' X 10' space***
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Media*	100K digital impressions on SDUT.com
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Author Alley Space** 20 available \$300 each

Package Assets

Pre-Event Exposure	Author Alley listing on pre-event website
Listing in applicable spadeas	

Event Day	8' X 8' space ***
	Author Alley listing on event day website

*Assets can be used for non-event related messaging

**Only available for authors and booksellers

***All activation spaces include (1) 6 ft. table + linen

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