

The San Diego Union-Tribune  
**FESTIVAL  
OF BOOKS**

**Grab**  
a book

**Share**  
a story

**Tell**  
a friend

Presented by



**SATURDAY, AUG. 20**

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

# Event Sponsorship Opportunities

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# Event Sponsorship Opportunities

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**2**

## 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

<b>Brand Exposure</b>	Category exclusivity Naming rights for the track
<b>Pre-Event Exposure</b>	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
<b>Event Day</b>	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
<b>Post-Event Exposure</b>	Union-Tribune to send Thank You email to attendees on behalf of the sponsor Attendee list of all opt-ins Logo inclusion in in recap video
<b>Media*</b>	(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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**3**

## Children's Reading Stage 1 available ..... \$25,000

### Package Assets

<b>Brand Exposure</b>	Category exclusivity Naming rights for the track
<b>Pre-Event Exposure</b>	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
<b>Event Day</b>	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)
<b>Post-Event Exposure</b>	Union-Tribune to send Thank You email to attendees on behalf of the sponsor Attendee list of all opt-ins Logo inclusion in in recap video
<b>Media*</b>	(3) 1/4 ads in event spadeas (1) Facebook post on Union-Tribune boosted 250K digital impressions on SDUT.com

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4

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

### Package Assets

<b>Brand Exposure</b>	Category exclusivity Naming rights for the entertainment stage
<b>Pre-Event Exposure</b>	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
<b>Event Day</b>	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)
<b>Post-Event Exposure</b>	Attendee list of all opt-ins Union-Tribune to send Thank You email to attendees on behalf of the sponsor Logo inclusion in in recap video
<b>Media*</b>	(2) 1/4 ads in event spadeas (1) Facebook post on Union-Tribune boosted 200K digital impressions on SDUT.com

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

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**5**

**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 in recap video

**Media\*** 200K digital impressions on SDUT.com

\*Assets can be used for non-event related messaging

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**6**

## Photo Booth Sponsor 2 available ..... **\$5,500** each

### Package Assets

<b>Pre-Event Exposure</b>	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 in recap video Opt-in option inclusion on registration page
<b>Event Day</b>	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 activator - logo photo strip, logo backdrop for client to keep
<b>Media*</b>	200K digital impressions on SDUT.com

\*Assets can be used for non-event related messaging

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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\*\*\*

**Media\*** 100K digital impressions on SDUT.com

## 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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