



## **Sponsorship Opportunities**

## About the Festival

**Columbus Book Festival**  
**Saturday & Sunday, July 15-16, 2023**  
**Main Library & Topiary Park**

The inaugural two-day Columbus Book Festival will be held at downtown's historic Main Library filling meeting rooms and event spaces with a full slate of panel discussions, author talks and book signings from nationally acclaimed authors with new releases.

The fun continues outdoors in Topiary Park's beautiful greenspace with entertainment, food vendors, exhibitors and new/used book sales. Meet and greet indie authors under the big tent.

Hosted by Columbus Metropolitan Library Foundation, the Columbus Book Festival will be a highlight in the library's 150<sup>th</sup> anniversary celebration in 2023.

### **Brand Exposure**

- **Festival size**
  - 65 sessions for 150+ authors in 6 indoor venues and 2 outdoor venues
  - Tables for 50 independent authors
  - Outdoor booth space for 150 exhibitors and vendors
- **Estimated attendance**
  - 25,000 over the two-day festival
- **Festival Bookseller**
  - NYT reporting bookstore will manage sales
- **Marketing reach**
  - Regional and statewide advertising buys
  - Website visits over 7 million; 100K social media followers

### **About Columbus Metropolitan Library**

Columbus Metropolitan Library (CML) has served the people of central Ohio since 1873. With its original Carnegie library downtown, Main Library, and 22 neighborhood branches, CML's current circulation tops 11 million items through 580,000 cardholders. Customers visit CML's 23 branches in-person over 2 million times per year and [columbuslibrary.org](http://columbuslibrary.org) gets more than 7 million hits a year. Additionally, CML has had great success with its Carnegie Author Series since 2016 which hosts popular best-selling authors at Main Library for sell-out author talks.

Central Ohio is a community of readers. In addition to CML's 23 branches, our suburban neighborhoods have 14 independent libraries with customers full of curiosity. Ohioans are known to love their libraries which get incredible public support through successful levies and state, county and city funding.

## Sponsorship Opportunities

In addition to the levels below, our team would be happy to curate partnership opportunities.

### Major Sponsor \$20,000

Recognition at areas such as

- Main Stage (SOLD)
- Kids Area (SOLD)
- Outdoor Stage 1 (SOLD)
- Outdoor Stage 2

### Key Sponsor \$10,000

Recognition at areas such as

- Ohio Author Avenue (venue featuring Ohio authors)
- Indie Author Alley (venue featuring independent and self-published authors)
- Reader's Marketplace (festival area for shopping: book sellers, publishers, artisans)
- Literary Lane (festival area for nonprofit exhibitors)
- Author's Lounge (accommodations, green room and author swag bags)

### Community Sponsor \$5,000

Unlimited opportunities

### Supporting Sponsor \$2,500

Unlimited opportunities

	Major \$20,000	Key \$10,000	Community \$5,000	Supporting \$2,500
Number of Opportunities	2	7	Unlimited	Unlimited
Volunteer & Festival Staff Shirt	Logo			
Festival Shirt (public sale)	Logo			
Inclusion on Festival Signage	Logo	Logo		
Assigned Recognition (i.e. Stage sponsored by X)	Logo	Logo		
Featured in Donor Communications Post-Event	✓	✓	✓	
Social Media Recognition	✓	✓	✓	
Booth*	Prime Location	Prime Location	✓	✓
Inclusion in Festival Program	✓	✓	✓	✓
Website	Logo	Logo	Listing	Listing
Friday Night Preview Party Tix	30	25	20	15

\*All activities at booths must be literary or literacy based and are valued at \$300 in goods and services.

## Additional Opportunities

In addition to sponsorship, please consider the following partnership opportunities.

### Cause Marketing

You can help leverage your brand for good and give back to the library. Let's sell some bibliotheca beer or collection coffee or periodical pizza! We don't want to "overdue" it, but let's start a new "chapter" together and "check out" all that's possible. Sorry, sometimes we have no "shelf" control. Examples of partnerships might include:

- **Point-of-sale:** Asking customers to donate or round up during check out.
- **Purchase or action triggered donation:** Buy a product and a donation is made. Or, donate a dollar for every share on social media.
- **Employee Engagement:** Invite employees to give back to the library or volunteer for the festival.
- **Digital Programs:** Use web or social media platforms to collect donations.

### Festival Exhibitor

We have opportunities for promotion, sales and marketing, with booth spaces for publishers, community organizations, publishing services, book sellers and retailers offering gifts and products for readers. We offer table space for indie authors and creators as well. Exhibit space is 10x10' tent and must be tied to reading. Prices are:

Large For Profit or Nonprofit (50+ employees)	\$500
Small For Profit or Nonprofit (50 or fewer employees)	\$250

## Contact

**Columbus Metropolitan Library Foundation**  
614-849-1051 | [foundation@columbuslibrary.org](mailto:foundation@columbuslibrary.org)

*All opportunities will be available online soon.*

*In the meantime, please contact the Foundation directly to confirm your participation today.*