

An aerial, blue-tinted photograph of a town square. In the center is a large, octagonal gazebo with a multi-tiered roof. People are seen walking around the square, some pushing strollers. The square is surrounded by trees and buildings. The overall scene is peaceful and community-oriented.

2021

SPONSOR PROSPECTUS

FOR

THE DECATUR BOOK FESTIVAL

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decaturbookfestival.com

This year we celebrated literature with an 18-author Joshilyn Jackson Reads series; a virtual festival featuring authors across genres; and a month of events in collaboration with our festival partners.

2020 BY THE NUMBERS

 **30**
sponsors

 **45**
virtual
festival
sessions

 **101**
authors

 **10,000+**
attendees

 **41,000+**
social media
followers

Our festival Notes explored and celebrated pure originality in the works of four multiple award-winning African American authors in the prime of their careers.



Keynote: Jericho Brown

Kidnote: Derrick Barnes and
Gordon C. James



Cooknote: Toni Tipton-Martin

Endnote: Natasha Tretheway



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“I’m so honored to have been part of it, and so glad you asked! It was a great experience and a buoying conversation in this tough year. Even though it was virtual, I really felt like we were in a room having a chat!”

– Megha Majumdar, 2020 author longlisted for the National Book Award for her book *A Burning*.
Presented in our Joshilyn Jackson Reads series.

MEDIA COVERAGE



MEDIA COVERAGE SNAPSHOTS



122
media inclusions



75
media outlets



6.5
million impressions



6
AJC digital ads



6
AJC print ads

EMORY news center

Virtual 2020 Decatur Book Festival spotlights Emory-related authors

By Marlene McGinnis | Emory Report | Aug. 28, 2020

AJC

10 must-see events at the AJC Decatur Book Festival

BuzzFeed News

REPORTING TO YOU

BOOKS

Here Are Some Great Virtual Book Events You Can Check Out This Week

Panels on Latinx young adult lit, Haitian storytelling, feminist folklores, and more.

AJC

AJC Decatur Book Fest considering alternatives to Labor Day celebration

decalurish.com

How Decatur families joy and safety in the

decalurish.com

'Joshilyn Jackson Reads' virtual book series announced

WABE 90.1 FM

Georgia Poet Laureate Chelsea Rathburn Explores Struggles ...

Publishers Weekly

Select Book Conferences, Fairs, and Festivals in 2020

AJC Decatur Book Festival, Decatur, Ga., Sept. 4-6. Amman International Book Fair, Amman, Jordan, TBA. Bloody Scotland, Stirling, Scotland, ...

Jan 3, 2020



"In alignment with our strategic initiatives, we were excited to work in partnership with the 2020 Decatur Book Festival as a sponsor for two entertainment panels and book giveaways. At the DeKalb Entertainment Commission, we understand that arts & entertainment are vital elements of a healthy community – strengthening them socially, academically, and economically; essentially helping to express our community values and build bridges between our many diverse cultures. The Decatur Book Festival is a proud example of DeKalb's long tradition of encouraging creatives to connect, collaborate, and create."

– Dekalb Entertainment Commission

MARKETING METRICS



11,277
newsletter
subscribers



41,000+
social media followers
(across Facebook, Instagram,
Twitter & LinkedIn)



143,000+ pageviews in 2020
62,000+ pageviews in Sept. 2020

2020 SPONSORS

**The Atlanta
Journal-Constitution**
Credible. Compelling. Complete.



**EMORY
UNIVERSITY**

WABE 90.1
Where ATL meets NPR



**AGNES
SCOTT
COLLEGE**

**Georgia
Humanities**
Sharing stories that move us and make us



**DEKALB
ENTERTAINMENT
COMMISSION**

BOOKLOGIX®

**WHOLE FOODS
MARKET**

APAV
ATLANTA PRO AV



"We were delighted for Chicory Wealth to be part of the Decatur Book Festival in 2020 and to sponsor the event featuring poet and author Natasha Trethewey. It was a great experience for us, and many of our clients participated, letting us know they were pleased we were part of it. This is exactly the type of event we like to sponsor: One that brings together the local community and lifts up the voices of many diverse people in engaging conversation."

– Maggie Kulyk, CEO and Founder, Chicory Wealth



BE A PART OF SOMETHING BIG

The Decatur Book Festival is more than just one of the largest independent book festivals in the country. It's true that over the years, we've brought world-class authors and book lovers together in the city of Decatur to celebrate and enjoy all things literary - book signings, author readings, poetry slams, writing workshops, and more. But we're proud that our festival is more than just a feel-good community event. It offers unparalleled benefits to attendees and sponsors alike.

Drives Significant Economic Impact

We're proud to bring a significant positive economic impact directly to Decatur, as well as the greater Atlanta area. The physical festival brings tens of thousands of visitors - both local and national - to the Decatur square. Businesses large and small benefit from this influx. The airlines and hotels increase bookings. Local restaurants, booksellers, and retailers experience a surge in profits that often make the difference between surviving and thriving. All Atlanta businesses have the opportunity to take advantage of this share of the economic pie.

Builds Inclusivity and Community

It's our mission to encourage a love of reading, inquiry, and conversation in people of all ages. Our goal is to help foster an enthusiastic and inclusive community of readers and writers throughout the South that sparks social, creative, and intellectual engagement. We do this through our one-time festival. But we also host book giveaways, author readings, youth summer camps, and other literary events in Decatur and metro Atlanta. Festival sponsors have the opportunity to be a part of this movement for unification at this unique time in history.

Attracts Visitors from Across the Globe

For 15 years, the festival has opened its arms to visitors from the state, nation, and world. This was amplified in 2020 when the global pandemic rewrote our plans to host a virtual, month-long event instead of a live, weekend-long festival. This had hidden benefits: Even more of the world was able to attend our live sessions at times that worked best for them. In fact, citizens of over 82 countries tuned into one or more of the 2020 virtual sessions. Because of this trend, we're thrilled to offer festival supporters unprecedented local, national, and global exposure for their brands.

SPONSOR THE FESTIVAL

Curious about our upcoming festival sponsorship opportunities? We'd love to partner with you. Reach out today to get started by emailing joy@decaturbookfestival.com