

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 on bicycles. The square is surrounded by trees and buildings. The overall scene is peaceful and community-oriented.

2022

SPONSOR PROSPECTUS

FOR

THE DECATUR BOOK FESTIVAL

Contact Adam Rosenkoetter
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decaturbookfestival.com

In 2021 we celebrated literature with a 10-author summer Joshilyn Jackson Reads series and a live and streamed festival on October 2 featuring authors across genres.

2021 BY THE NUMBERS



18
sponsors



5
in-person
festival sessions



9
virtual
festival sessions



36
authors



2,000+
attendees



41,000+
social media
followers

Our festival celebrated diverse voices building community.



Carol Anderson



James Davis May



Tiphonie Yanique



Anjali Enjeti



Carmen Agra Deedy



Jim LaMarche



Gilly Segal



Laura Freeman



Martin Padgett



Kim Jones



Robert Olen Butler



"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

WABE 90.1 FM

Opéra Singer Turned Restaurateur Alexander Smalls ...

His story is James Beard Award-winning chef, a restaurateur, and cookbook author. He will be appearing at the Decatur Book Festival to discuss ...

1 month ago

AJC

10 must-see events at the AJC Decatur Book Festival

BuzzFeed News

REPORTING TO YOU

ABOUT US GOT A TIP?

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.

Atlanta Suburban
BuzzFeed News Reporter

Posted on September 20, 2020, at 10:50 a.m. ET

AJC

AJC Decatur Book Fest considering alternatives to Labor Day celebration

The Southern Festival of Books is a 14th weekend of author talks, panels, and readings, plus the usual: used-book sales, and children's activities. Southern Festival

As a result, the Southern Festival of Books joins a growing list of big literary events pivoting from in-person to virtual.

The Library of Congress National Book Festival just wrapped up its online-only event, and about a week after the Southern Festival of Books ends, the Los Angeles Times Festival of Books, Boston & Havar will launch as a community-wide-virtual gathering.

Hennepin Tennessee tapped the book festival community across the country to figure out how to make this year's celebration a success even amid all the change and uncertainty. Specifically, they collaborated with organizers of the Decatur Book Festival in Georgia and the Boston Book Festival in Massachusetts.

decalurish.com

How Decatur families joy and safety in the t

WABE 90.1 FM

Georgia Poet Laureate Chelsea Rathburn Explores Struggles ...

... from her latest book of poems, "999 Life with Mother and Koko," and discuss "Nosing the Unspoolable," as part of the Decatur Book Festival ...

1 month ago

Atlanta Journal-Constitution

AJC BOOKSHELF: Comforting books to read

AJC BOOKSHELF: Comforting books to read ... The AJC Decatur Book Festival has launched a web series called Joshilyn Jackson Reads.

May 7, 2020

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



10,572
newsletter subscribers



42,138
social media followers
(across Facebook, Instagram,
Twitter & LinkedIn)



45,587 website visitors in 2021
3,395 website visitors during
the 2021 festival

2021 SPONSORS

The Atlanta
Journal-Constitution



"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

2022 SPONSORSHIP OPPORTUNITIES



| | Presenting | Publisher | Author | Editor | Reader | Supporter |
|---|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|----------------------|
| | \$30,000 | \$25,000 | \$20,000 | \$15,000 | \$5,000 | \$2,500 |
| Sponsor byline and logo in lock up with festival logo | 📖 | | | | | |
| Naming rights of DBF stage | 📖 | 📖 | | | | |
| Logo on official DBF t-shirt | 📖 | 📖 | 📖 | 📖 | | |
| Social media campaign mentions | 8 | 6 | 4 | 2 | 1 | 1 |
| Logo in e-newsletter | Full Year newsletters | Full Year newsletters | Full Year newsletters | Full Year newsletters | July-Oct newsletters | July-Oct newsletters |
| Logo on DBF website homepage | 📖 | 📖 | 📖 | 📖 | 📖 | Name Only |
| Inclusion in press releases | 📖 | 📖 | 📖 | 📖 | 📖 | |



BE A PART OF SOMETHING BIG AND HELP US GROW!

Celebrating our 17th anniversary this year, the Decatur Book Festival has more than just a reputation for being 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 highly anticipated, feel-good community event. It offers unparalleled benefits to attendees and sponsors alike.

Attracts Visitors from Across the Globe

Since its inception in 2005, 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. In 2021, with the pandemic still in our midst, the festival changed again, this time with a pivot to a hybrid model, featuring both in-person and virtual attendance options. Our plan for 2022 is to build back the festival in a way that continues to be somewhat cautious, yet bigger and better than last year. The event will highlight selected authors with new fall publications, featured in fifteen sessions presented in three tracks: adult fiction, adult non-fiction, and children & youth.

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 annual festival and our summer reading series, but we also host book giveaways, author readings, and other literary events in Decatur and metro Atlanta throughout the year. Festival sponsors can be a part of this movement for unification at this unique time in history. We're thrilled to offer festival supporters 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 adam@decaturbookfestival.com



Decatur Book Festival