

# SPONSORSHIP OPPORTUNITIES

*Creating conversations on the topics that affect us all*



**LitFest.** EDMONTON'S  
NONFICTION  
FESTIVAL

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**OCTOBER 13-23, 2016**



## ABOUT THE FESTIVAL

What started as a three day event with 13 authors has grown over the past ten years into an 11-day extravaganza with over 50 local, national, and international authors attracting an audience of 4,000+ remarkable people. Edmonton's downtown core provides the trendy urban backdrop for the conversations around topics that readers care about.

We know that not everyone considers themselves a book person, but we do know that everyone is interested in something. And with dozens of unique events during the festival—plus a few sprinkled throughout the rest of the year—LitFest reaches thousands of patrons who engage with topics as diverse as food, science, medicine, memoir, history, travel, art, architecture, the environment, business, and sport.

We're proud to have grown more conversations around more nonfiction topics than any other literary gathering in the country; conversations around the hottest topics of today and issues we know will shape our future.

## CELEBRATING 10 YEARS OF GREAT NONFICTION EXPERIENCES

Partnering with LitFest is more exciting than ever, as this year brings our 10th anniversary as a nonfiction festival. We have had some amazing authors be apart of the festival. David Suzuki, Dan Savage, Jon Ronson, and Naomi Klein are just some of those that have come to Edmonton throughout the years to celebrate the art of nonfiction writing. This year will be no different. You can expect a set of diverse and unique authors that will create conversations that inspire, challenge, and provoke. To learn more about this year's festival line-up, check our website and follow LitFest on Facebook and Twitter.

[litfestalberta.org](http://litfestalberta.org) | [facebook.com/LitFestYEG](https://facebook.com/LitFestYEG) | [@LitFestYEG](https://twitter.com/LitFestYEG)

## LAUNCH EVENT

On October 13, 2016, LitFest will celebrate the start of another great festival run, and we'll start by featuring the book launch of Globe and Mail columnist Marty Klinkenberg's anticipated book, *The McDavid Effect*. Klinkenberg's book focuses on the intriguing and wide-reaching effects that the drafting of rookie superstar Connor McDavid had on Edmonton and its people, and the newfound sense of hope that McDavid inspired in the city. As usual at LitFest events, audience members are encouraged to keep the conversation going with the author following the reading or presentation.

## SEND A MESSAGE TO THE COMMUNITY

We invite you to join us and the growing number of partners that have found LitFest as an excellent way to support our city's desire for intellectual nourishment, achieve recognition for doing so, and meet the objectives of both public service and corporate responsibility. By becoming a corporate sponsor, you can play an important role in advancing the only nonfiction literary festival in Canada.

Our partners are proud of their association with our events. By supporting local voices in conversations that have a national and international impact, they demonstrate how ideas and issues that are important to Canadians are important to them, too. They understand how investing their dollars into the arts has increased the vibrancy of the community and brought people together.

## ATTACH YOUR NAME TO AN ISSUE – LET YOUR CLIENTS KNOW WHAT IS IMPORTANT TO YOU

What motivates you and your clients? What important conversations are you interested in? LitFest is at the forefront of the important conversations, trends, and issues of our day. With strategic partnerships, we can broaden the discussions and create better communities.



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*Investing in the arts is not only an investment into the organization or event itself, but an investment in the community, its residents, and businesses. Join and Support the Conversation.*

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## Sponsorship Opportunities

To help you help us, we offer levels of sponsorship and can tailor a sponsorship and marketing package that meets your specific needs and interests. The following list of benefits may be used as a platform to build your unique sponsorship package. Gift in-kind sponsorship is sincerely appreciated and will be valued at 50% of retail value.

<b>Your Benefits</b>	<b>Title Sponsor (Exclusive)</b> \$25,000 or \$65,000 for three-year commitment	<b>Top Shelf</b> <i>Sponsor Headline or Keynote Speaker</i> \$10,000 or \$25,000 for three-year commitment	<b>First Edition</b> <i>Sponsor Panel Discussions or Workshops</i> \$5,000 or \$13,500 for three-year commitment	<b>Hard Cover</b> <i>Sponsor a Single Feature Event</i> \$2,500 or \$7,000 for three-year commitment	<b>Soft Cover</b> <i>Sponsor a Free Community Event</i> \$1,000	<b>Book Mark</b> <i>Friend of the Festival</i> \$500
Logo recognition on website, program guide, and posters	★	★	★	★	★	★
Event Tickets	10 VIP Festival Passes	4 VIP Festival Passes + reserved seating at keynote event	2 VIP Festival Passes	10 passes to sponsored speaker event	4 passes to any event	2 passes to any event
Opportunity to host or moderate an event	★	★	★	★		
Exclusive Launch Event	10 Passes + Invitation to speak	6 passes	4 passes	2 passes	2 passes	
Verbal Recognition from the stage at event(s)	All Events	Headliner Introduction	During series	Single Event	Single Event	
Meet & Greet with Speaker of Sponsored Event(s)	All Events	Headliner Event	10 passes for sponsored series	10 passes for sponsored event	4 passes for sponsored event	
Display ad space in Festival program to tell your story; full color, 20,000+ distribution	Back cover & additional full page	Inside back cover (full page)	Full page w/in program	1/2 page w/in program		
Feature recognition in one of our monthly newsletters to 800+ subscribers and 3000+ social media followers	★	★	★	★	★	
Include materials in Author welcome package	★	★	★	★		
Opportunity to have staff volunteer at events	★	★	★	★		
Opportunity to address participants and media at festival events	All Events	Headliner event	Sponsored event	Sponsored event		
Include materials with Volunteer Appreciation Bags	★	★	★			
10 x 10 booth space at the headline event for marketing opportunities, product placement and distribution of marketing materials	★	★				
Exclusive Meet & Greet for you and up to 10 staff with headlining speaker at special VIP reception event, prior to the headline event	★	★				
Opportunity to greet guests as they arrive at events and thank them for attending	★					
Thank you to participants from Sponsor CEO after the festival; LitFest to facilitate e-mail	★					



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# Sponsorship Agreement

To submit this agreement, or for more information, contact us at:

LitFest. (Alberta Book Fair Society)

Suite 6-22 | 7 Sir Winston Churchill Square, Edmonton, AB, T5J 2V5

Ph: 780 498 2500 | Email: info@litfestalberta.org | www.litfestalberta.org

Charitable Number: 13129 3631 RR0001

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Email Address \_\_\_\_\_

### Please select the sponsorship level:

- Title (\$25,000 or \$65,000 for three-year commitment)
- Top Shelf (\$10,000 or \$25,000 for three-year commitment)
- First Edition (\$5,000 or \$13,500 for three-year commitment)
- Hard Cover (\$2,500 or \$7,000 for three-year commitment)
- Soft Cover (\$1000)
- Book Mark (\$500)

### Please check the type of sponsorship:

- Cash
- Gift In Kind
- Other
- Multi-Year

Please describe any non-financial sponsorship offer you would like to make (such as merchandise or services and include an approximate value):

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Please make cheques payable to **Alberta Book Fair Society**.

Remember, sponsorship agreements must be submitted by **August 31, 2016** for name/logo inclusions in promotional materials.

Your signature is your commitment to sponsoring LitFest 2016.

\_\_\_\_\_  
 Sponsor Representative

\_\_\_\_\_  
 Date

# THANK YOU FOR KEEPING THE CONVERSATION GOING!