

SPONSORSHIP OPPORTUNITIES

Creating Conversations, Building Community.



LitFest.

CANADA'S ORIGINAL
NONFICTION FESTIVAL

OCTOBER 15-25, 2020



ABOUT THE FESTIVAL

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.

What started as a three day event with 13 authors has grown over the past fifteen 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’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.

SEND A MESSAGE TO THE COMMUNITY

We invite you to join us and the growing number of partners who have found that supporting LitFest is an excellent way to feed the community’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 A TOPIC — 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.

LitFest. is  CANADA'S
ORIGINAL nonfiction festival

YOUR SUPPORT OF
LITFEST HELPS US BRING
NONFICTION TO LIFE

OUR **LIVE EVENTS** create *vibrant*
conversations in THE DOWNTOWN CORE



LITFEST BRINGS
INTERNATIONAL
AUTHORS TO THE
YEG STAGE

LITFEST HAS HOSTED
OVER 400 BEST-SELLING,
AWARD-WINNING,
AND EMERGING
NONFICTION AUTHORS

More than
50,000 READERS
have attended LitFest

Sponsorship Opportunities

We offer many levels of sponsorship package, and can also tailor benefits that meet your specific needs and interests. The following list of benefits can be used as a platform to build your unique sponsorship package.

Gift in-kind contributions are sincerely appreciated, and will be valued at 50% of the cash values outlined below. Your sponsorship value can be associated with a single featured event, an event series, or it can be in general support of LitFest's programs. Let us know what works best for you!

Your Benefits	Title Sponsor (Exclusive)	Top Shelf	First Edition	Hard Cover	Soft Cover	Bookmark
	\$25,000 or \$65,000 for three-year commitment	\$10,000 or \$25,000 for three-year commitment	\$5,000	\$2,500	\$1,000	\$500
Logo recognition on website, program guide, and event posters	★	★	★	★	★	★
Event Tickets	4 VIP Festival Passes, 20 single event tickets	2 VIP Festival Passes, 10 single event tickets	2 VIP Festival Passes, 10 single event tickets	6 single event tickets	4 single event tickets	2 single event tickets
Recognition during events with onstage mention, signage, and pre-show display slide	All Events	Sponsored Event	Sponsored Event	Sponsored Event	Sponsored Event	
Full colour display ad in Festival program guide (10,000 distributed)	Back cover & additional full page	Inside front cover (full page)	Full page w/in program	1/2 page w/in program	Logo in program	
Feature recognition in one of our monthly newsletters to 1,500 newsletter subscribers and 6,000 social media followers	★	★	★	★	★	
Include marketing 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 marketing materials with Volunteer Appreciation Bags	★	★	★			
Booth or table space at the headline event for marketing opportunities, product placement and distribution of marketing materials	★	★				
Exclusive VIP Reception Event	★	★				
Opportunity to greet guests as they arrive at events and thank them for attending	★					
Thank you to participants from Sponsor representative after the festival; LitFest to facilitate e-mail distribution	★					

LitFest is grateful to gather on Treaty Six Territory; this land has long been valued as a meeting place and home to many Indigenous nations, including Cree, Nakota Sioux, Blackfoot, Dene, Sauleaux, and Métis, as well as many Indigenous people who make amiskwaciwâskahikan their home today. As Treaty people, we extend our hand in respect and friendship to these nations, and especially strive to honour the tradition of sharing stories on this land.



CANADA'S ORIGINAL
NONFICTION FESTIVAL

Sponsorship Agreement

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

LitFest (Alberta Book Fair Society)

Suite 632 - 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)
- Hard Cover (\$2,500)
- Soft Cover (\$1000)
- Book Mark (\$500)

Please check the type of sponsorship:

- Cash
- Gift In Kind
- Other (specify) _____
- Multi-Year

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

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

Remember, sponsorship agreements must be submitted by **August 31, 2020** for name/logo inclusions in promotional materials.

Your signature is your commitment to sponsoring LitFest 2020.

DD / MM / 2020

Sponsor Representative

Date

THANK YOU FOR KEEPING THE CONVERSATION GOING!



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