

LITQUAKE

INFORMATION DECK 2020

Words Matter. Litquake's diverse live programs inspire critical engagement with key issues of the day, bringing people together around the common humanity encapsulated in literature, and perpetuating a sense of community, as well as a vibrant forum for Bay Area writing. We believe in literature as a public good, so we work to produce events accessible to all.





LITQUAKE AT A GLANCE

Litquake Festival

One of the nation's most beloved annual literary festivals, this smart, eclectic, 80% free ten-day gathering draws booklovers of all ages and backgrounds to enjoy words and ideas, straight from the artists' mouths. Through our Kidquake and Teenquake programs, creativity and freedom of expression are championed through writing contests, author talks, and workshops.

Lit Crawl

Each festival closes with a massive literary pub crawl throughout San Francisco's Mission District, bringing together 600+ authors and close to 10,000 fans for the world's largest free pop-up literary event. Lit Crawl SF is as unique as the city it aims to represent: smart and silly, worldly and wacky events presented in venues usual and unusual. Since 2008, Lit Crawl franchises have included: Seattle, Portland, Los Angeles, Austin, Denver, Salt Lake City, Chicago, Minneapolis, Boston, New York City, Wellington (New Zealand), Cheltenham (England), Dublin (Ireland), and Kells (Ireland), Perth (Australia), and Angers (France).

FESTIVAL AUDIENCES...

Thank you for putting this on.
It was my dream!

Really excellent.
Moving & memorable

...inspiring!

....my favorite festival
in SF each year!

Thanks for doing great work
in the community!

78%
discovered a
new author/
performer

98%
left emotionally/
intellectually
stimulated

LITQUAKE BY THE NUMBERS

*Based on 2019 Festival survey results

Attendance



85% Free Events



Age

- 1.6% Under 20
- 19.2% 20s
- 25.2% 30s
- 15.0% 40s
- 17.7% 50s
- 13.6% 60s
- 7.7% Over 70



Location

- 52.0% San Francisco
- 30.5% East Bay
- 6.1% Other
- 5.7% Peninsula
- 3.3% South Bay
- 2.3% Marin



Audience Diversity

- 64.0% White
- 16.0% Asian American
- 7.6% Latinx
- 6.4% African American
- 4.5% Other
- 1.2% Native American



Gender/Orientation

- 70.0% Female
- 26.0% Male
- 4.0% Non-binary
- 27.7% Identify as LGBTQ+



Audience Education

- 97% College Graduates
- 40% Post-grad Degrees or PhDs



Audience Net Worth

- 78% Over \$100k
- 35% Over \$1 million



Social Media Engagement

- 21k Followers
(Facebook, Twitter, and Instagram combined)
- 434.4k Impressions
(in 3 months leading to festival)
- 296k Website Views
- 78k Unique Visitors
- 14k Newsletter Audience

MAJOR PACKAGES/DELIVERABLES

First Edition \$25,000

Name recognition on Litquake.org, printed and online festival guide, poster

Print ad in festival guide, Crawl Map

Social media (5) promo & metrics across 3 platforms

Dedicated newsletter (2) promo & metrics

Venue signage and logo presence at major events

Lit Cast ad for sponsored events

Activations at festival events

Sponsored venue at Lit Crawl

Inclusion in Major Contributor list on newsletter

Hardback \$10,000

Name recognition on Litquake.org, printed and online festival guide, poster

Print ad in festival guide

Social media (3) promo & metrics across 3 platforms

Newsletter (1) ad & metrics

Lit Cast ad for sponsored events

Activations at festival events

Sponsored venue at Lit Crawl

Inclusion in Major Contributor list on newsletter

Paperback \$7,500

Name recognition on Litquake.org, printed and online festival guide

Print ad in festival guide

Social media (2) promo & metrics across 3 platforms

Newsletter (1) ad & metrics

Galley \$5,000

Name recognition on Litquake.org, printed and online festival guide

Print ad in festival guide

Social media (3) promo & metrics across 3 platforms

Final Draft \$3,000

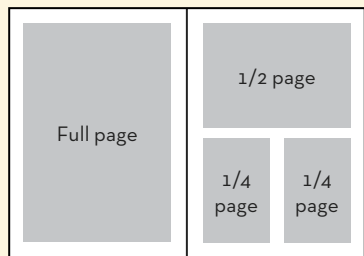
Name recognition on Litquake.org, printed and online festival guide

Social media (1) promotion & metrics across 3 platforms

ADVERTISING OPTIONS

Festival Guide 6,000 printed + online version

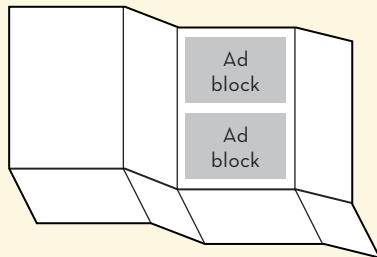
Guides are distributed in advance to Bay Area bookstores, as well as all festival venues, with a downloadable PDF available at litquake.org.



STANDARD 4-COLOR:

Full page	6" x 9"	\$2,000
Half page (horizontal)	4.75" x 4"	\$1,500
Quarter page (vertical)	2.25" x 4"	\$500
Inside front cover	6" x 9"	\$3,000
Inside back cover	6" x 9"	\$3,000
Back cover	6" x 9"	\$3,000

Crawl Map 3,000 printed



STANDARD 4-COLOR:

Ad Block	3.75" x 2.5"	\$1,250
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Newsletter 14,000 audience

Newsletter ad	\$385
Dedicated blast	\$1,925

Social Media 21,000 audience

Facebook	\$60/post
Twitter	\$56/post
Instagram	\$50/post

Podcast 2,000 monthly listeners

	Per Episode	Per Month	Per Year
Pre-Roll (30 sec)	\$100	\$195	\$2,280
Mid-Roll (60 sec)	\$150	\$285	\$3,420
Both	\$200	\$380	\$4,560

Closing Date August 1, 2020

Materials Date August 15, 2020

Publication September 15, 2020

Contact

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JOIN THE LITQUAKE FAMILY



Sponsors Past and Present

Craigslist, City National Bank, Bartable, HarperOne, Amoeba Music, Scribd, Umpqua Bank, Hendrick's Gin, Lagunitas Brewing Company, Chronicle Books, San Francisco Chronicle, Out of Print, tHornitos Tequila, Anchor Steam Brewing Company, JetBlue, Moleskine, Catapult Press

Media Coverage

The New York Times, BuzzFeed, Huffington Post, BBC, The Guardian, Los Angeles Times, LitHub, Poets & Writers, KQED, KALW, San Francisco Chronicle, 7x7, Time Out San Francisco, Publisher's Weekly

Community Partners

826 Valencia, Green Apple Books, City Lights, Alamo Drafthouse & Cinema, Noise Pop, SFJAZZ, San Francisco Public Library, Oakland Public Library, SF Sketchfest, Yerba Buena Gardens Festival



Litquake® and Lit Crawl®
are projects of the 501(c)3
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Federal Tax ID: #27-1103184.

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