

# 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, 85% free gathering goes virtual this year. For three weeks, our digitally broadcasted programs will draw booklovers of all ages and backgrounds to enjoy words and ideas, straight from the artists' mouths.

## **Lit Crawl**

Traditionally, each festival closes with a massive free literary pub crawl throughout San Francisco's Mission District, bringing together 600+ authors and 10,000 fans, in an explosion of programming as unique as the city it represents. For 2020, our Lit Crawl will be held online and run for 10 straight hours, creating the world's largest continuous virtual literary event. Many of our partner cities will participate!

Since 2008 Lit Crawl franchises have included: Seattle, Portland, Los Angeles, Austin, 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!

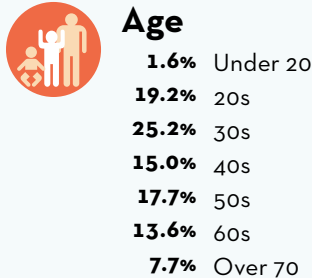
**78%**  
discovered a  
new author/  
performer

**98%**  
left emotionally/  
intellectually  
stimulated

# LITQUAKE BY THE NUMBERS

\*Based on 2019 Festival survey results

## Attendance



## 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 FOR VIRTUAL FESTIVAL

## Each package on this page also includes:

- Logo & link recognition on Litquake.org
- Recognition on printable festival one-sheet
- Recognition on festival sizzle reel preceding all events

## First Edition \$25,000

- Video advertisements at sponsored festival events (up to 30 seconds)
- Social media (5) promo & metrics across 3 platforms
- Dedicated newsletter (2) promo & metrics
- Digital ad in newsletter leading up to festival
- Lit Cast ad for sponsored events
- Inclusion in Major Contributor list on newsletter

## Hardback \$10,000

- Video advertisements at sponsored festival events (up to 15 seconds)
- Social media (3) promo & metrics across 3 platforms
- Digital ad in newsletter (1) & metrics
- Lit Cast ad for sponsored events
- Inclusion in Major Contributor list on newsletter

## Paperback \$7,500

- Video advertisements at sponsored festival events (up to 10 seconds)
- Social media (2) promo & metrics across 3 platforms
- Digital ad in newsletter (1) & metrics

## Galley \$5,000

- Social media (3) promo & metrics across 3 platforms
- Digital ad in newsletter (1) & metrics

## Final Draft \$3,000

- Social media (1) promo & metrics across 3 platforms



# ADVERTISING OPTIONS FOR VIRTUAL FESTIVAL



## Digital Video

10, 15, or 30 second clips

See above sponsor levels for pricing



## Newsletter

14,000 audience

Newsletter ad, 700px (w) x 300px (h)	\$385
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Dedicated blast	\$1,925
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## Social Media

21,000 audience

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