Litquake Foundation

Bringing people together around literature

"...keeping the soul of San Francisco alive."
—San Francisco Chronicle
Our History

Founded by writers in 1999, The Litquake Foundation has hosted 10,350 author appearances for 250,000 attendees. With over 200 literary partners in its 23 years, Litquake continues to thrive as a grassroots organization which stitches together the Bay Area’s literary scene.
San Francisco’s Litquake literary festival runs October 6–22, and includes approximately 60 events, featuring 300+ authors in a mix of virtual, indoor, and outdoor venues. Expected attendance: 20,000. Major programming includes:

**Kidquake** - Two days of virtual talks and meet-and-greets, showcasing a diverse array of award-winning children’s authors, paired with activities run by the Bay Area’s best interactive educators. Expected attendance: 3,000.

**Lit Crawl San Francisco** - A evening-long cavalcade of 40 events emphasizing local arts organizations and writers. Expected attendance: 5,000.

**Litquake Out Loud** - A curatorial series highlighting the Bay Area’s BIPOC & LGBTQ+ writers will run two days at an outdoor stage. Expected attendance: 4,000
Literature is a powerful tool of self-definition for individuals, and self-determination for communities. Every writer deserves the privilege to tell their story, and have a stage and audience primed to thoughtfully engage. We believe literature is a medium which fosters empathy, discovery, and deep contemplation of the issues of the day.
Festival Feedback

“Litquake is special because it encompasses so many people and communities.”

“...one of my favorite writing festivals to attend as a reader and participant”

“This gathering was inspiring, intellectually stimulating, and filled with heart and humor. Thanks so much.”

“Excellent organization—seamless, warm, welcoming, professional.”
2021 Festival Authors Included:

Isabel Allende
Tommy Orange
Cara Black
Rabih Alameddine
Thea Matthews
Tongo Eisen-Martin
Litquake By the Numbers

Attendance
Live, Zoom & Video
Total — 19,000

Audience Age
5% Under 20
17% 20s
22% 30s
16% 40s
18% 50s
14% 60s
8% Over 70

Audience Diversity
45% White
33% AAPI
10% Latinx
4% African American
7% Mixed Race
1% Native American

Gender/Orientation
70% Female
26% Male
4% Non-binary
30% Identify as LGBTQ+

Location
57.0% San Francisco
24% East Bay
6.5% Other
5.5% Peninsula
2% South Bay
1% Marin
1% International

Social Media
22K FB, IG, Twitter
435K Impressions
296K Website Views
78K Unique Visitors
14K Newsletter
Sponsor Packages

First Edition $25,000
• Activation / co-presentation of festival event & mention from stage
• Social media (5) promo & metrics across 3 platforms
• Dedicated newsletter (2) promo & metrics
• Ad in print program & Crawl map
• Ad in email newsletter leading up to festival
• Lit Cast ad for sponsored events
• Major Contributor listing in newsletter

Hardback $10,000
• Co-presentation of festival event & mention from stage
• Social media (3) promo & metrics across 3 platforms
• Ad in print program
• Ad in email newsletter (1) & metrics
• Lit Cast ad for sponsored events
• Major Contributor listing in newsletter

Paperback $7,500
• Mention from stage
• Social media (2) promo & metrics across 3 platforms
• Ad in print program
• Ad in newsletter (1) & metrics

Galley $5,000
• Social media (3) promo & metrics across 3 platforms
• Ad in print program
• Ad in newsletter (1) & metrics

Final Draft $3,000
• Social media (1) promo & metrics across 3 platforms

EACH PACKAGE INCLUDES:
Logo & link on litquake.org
Advertising Options

Print & Downloadable PDFs

Festival Guide 6,000 printed
- Full pg (6" x 9") $2000
- Half pg (4.75w x 4h) $1,500
- Quarter pg (2.25w x 4h) $500
- Inside/back cover (6x9) $3,000

Lit Crawl Map 3,000 printed
- Ad Block (3.75w x 5h) $1,250

Newsletter 14,000 audience
- Newsletter ad, 700px(w) x 300px(h) $385
- Dedicated blast $1,925

Social Media 22,600 audience
- Facebook $60/post
- Twitter $56/post
- Instagram $50/post

Podcast 2,000 monthly audience
- Pre-roll (30 sec) $100 $195 $2,280
- Mid-roll (60 sec) $150 $285 $3,420
- Both $200 $380 $4,560

Contact: Jack Boulware / sponsor@litquake.org

Deadlines
- Closing Date August 1, 2022
- Materials Due August 15, 2022
- Publication September 8, 2022
Join the Litquake Family

Sponsors Past and Present

Media Coverage