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.
Litquake Festival 2023

San Francisco’s Litquake literary festival runs October 5–21, 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 50 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
Diversity, Equity, and Inclusion

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.”
2022 Festival Authors Included:

Shelley Wong

Ericka Huggins

Charlie Jane Anders

Matthew Zapruder

sam sax

Tongo Eisen-Martin
## Litquake By the Numbers

### Attendance
- Live, Zoom & Video
- Total — 19,000

### Audience Age
- 8% Under 20
- 19% 20s
- 19% 30s
- 14% 40s
- 19% 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
- 68% Female
- 28% Male
- 4% Non-binary
- 30% Identify as LGBTQ+

### Location
- 59% San Francisco
- 24% East Bay
- 1.5% Other U.S.
- 2.5% Other CA
- 4% Peninsula
- 3% Marin
- 3% South Bay
- 3% North Bay

### Social Media
- 24K FB, IG, Twitter
- 435K Impressions
- 296K Website Views
- 78K Unique Visitors
- 14K Newsletter

### 86% Free Events!
# Sponsor Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>First Edition</strong></td>
<td>$25,000</td>
<td>• Activation / co-presentation of festival event &amp; mention from stage</td>
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<td></td>
<td></td>
<td>• Social media (5) promo &amp; metrics across 3 platforms</td>
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<td></td>
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<td>• Dedicated newsletter (2) promo &amp; metrics</td>
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<td></td>
<td></td>
<td>• Ad in print program &amp; Crawl map</td>
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<td></td>
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<td>• Ad in email newsletter leading up to festival</td>
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<td></td>
<td></td>
<td>• Lit Cast ad for sponsored events</td>
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<td></td>
<td></td>
<td>• Major Contributor listing in newsletter</td>
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<td><strong>Hardback</strong></td>
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<td>• Social media (3) promo &amp; metrics across 3 platforms</td>
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<td>• Ad in print program</td>
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<td><strong>Paperback</strong></td>
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<td>• Ad in newsletter (1) &amp; metrics</td>
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<tr>
<td><strong>Final Draft</strong></td>
<td>$3,000</td>
<td>• Social media (1) promo &amp; metrics across 3 platforms</td>
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**Each Package Includes:**
- Logo & link on litquake.org
Advertise your campaign with Litquake and reach thousands of attendees with our unique combination of digital and print advertising options.

### Advertising Options

#### Print & Downloadable PDFs

**Festival Guide**
- 6,000 printed
  - Full pg (6" x 9") $2,000
  - 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

#### 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

#### Newsletter

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

### Deadlines

- Closing Date: August 1, 2023
- Materials Due: August 15, 2023
- Publication: September 6, 2023

### Contact

Jack Boulware / sponsor@litquake.org
Join the Litquake Family

Sponsors Past and Present

Media Coverage