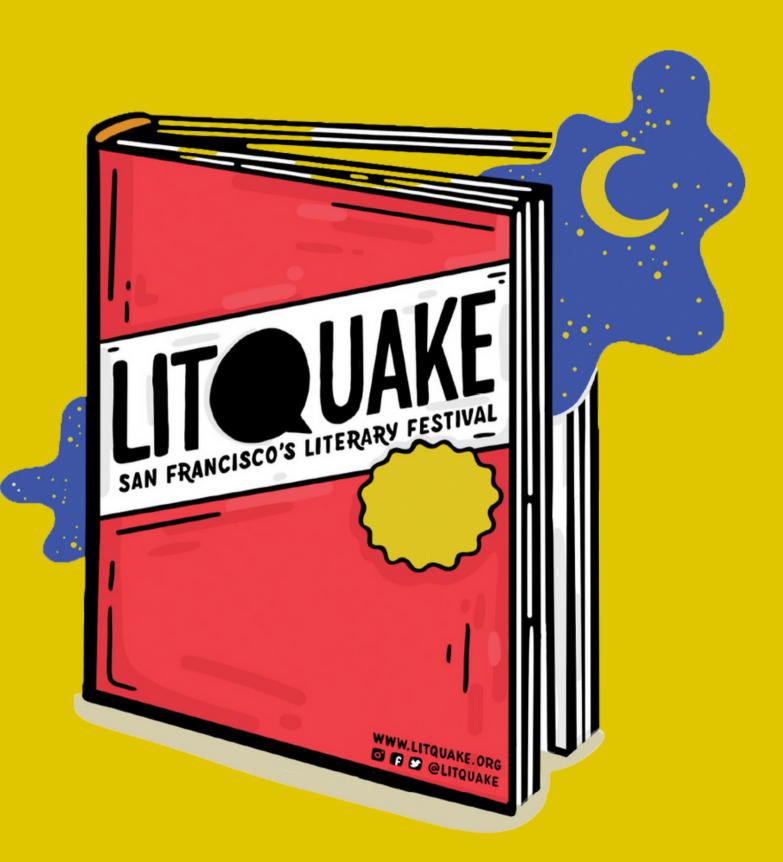
Litquake Foundation

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 awardwinning 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."



estival Authors Included:

Shelley Wong

Matthew Zapruder



Ericka Huggins

Charlie Jane Anders

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
1/19/	600

- 14% bUS
- 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 Non-binary 4% 30% Identify as LGBTQ+





86% Free Events!



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

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

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



EACH PACKAGE INCLUDES: Logo & link on litquake.org

Paperback \$7,500

- Mention from stage
- Social media (2) promo & metrics across
- 3 platforms
 - Ad in print program
 - Ad in newsletter (1) & metrics

\$5,000 Galley

- 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

Advertising Options

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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 $(3.75w \times 5h)$ \$1,250



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Pre-roll (30 sec) Both



Newsletter 14,000 audience Newsletter ad, \$385

 $700px(w) \times 300px(h)$ Dedicated blast

\$1,925

Contact: Jack Boulware / <u>sponsor@litquake.org</u>

Social Media

Facebook Twitter Instagram 22,600 audience \$60/post \$56/post \$50/post

Podcast 2,000 monthly audience

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

Deadlines

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

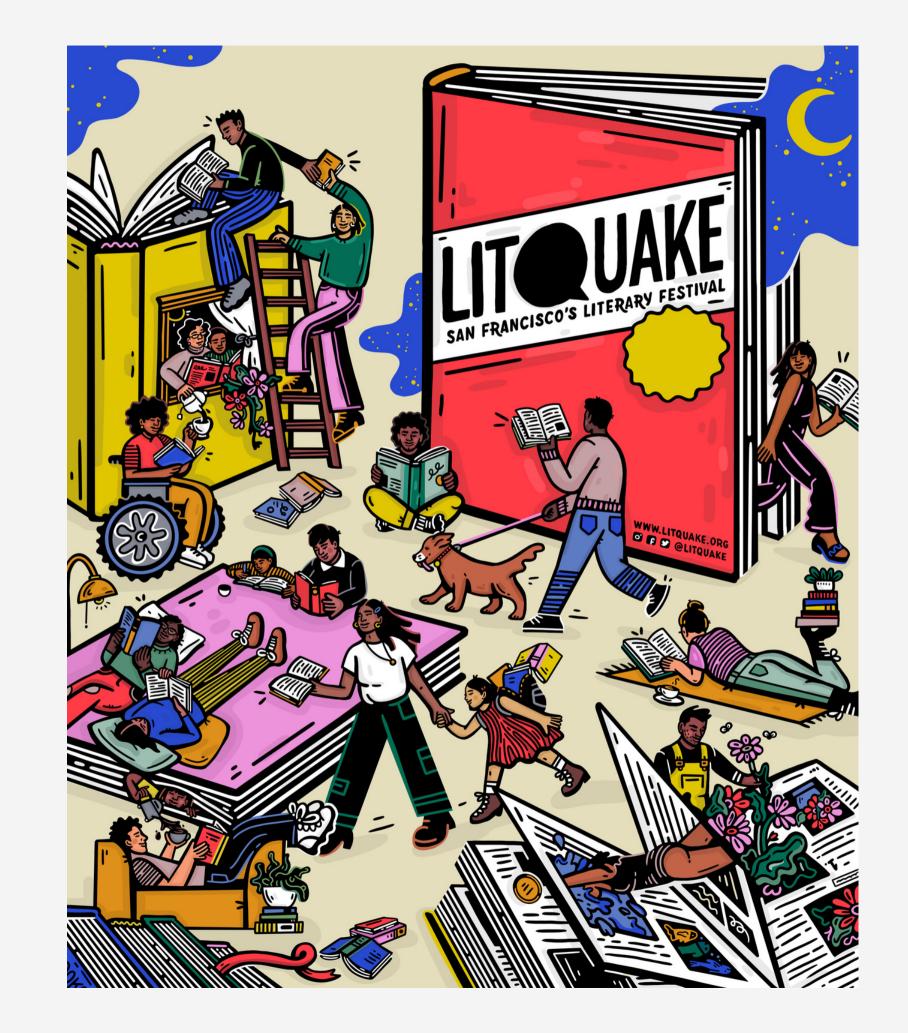
Join the Litquake Family

Sponsors Past and Present

Craigslist, Adobe, City National Bank, BART, HarperOne, Amoeba Music, Scribd, YBCBD, Hendrick's Gin, Lagunitas Brewing Company, GFTA, National Book Foundation, Chronicle Books, San Francisco Chronicle, Alta, Hornitos Tequila, Fort Point Beer Co., JetBlue, Moleskine

Media Coverage

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



Contact: info@litquake.org 415-440-4177

> <u>Litquake.org</u> <u>Instagram</u> <u>Twitter</u> <u>Facebook</u>

