Litquake Foundation
Bringing people together around the common humanity encapsulated in literature.

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

Founded in 1999, Litquake has hosted 10,250 author appearances for 250,000 attendees. With over 200 literary partners in its 22 years, Litquake functions more than ever as a grassroots umbrella organization stitching together the Bay Area’s literary scene.
The Litquake Festival runs October 7-23, and will include approximately 60 events, featuring 300-plus authors at a mix of virtual, indoor, and outdoor venues. Expected attendance: 18,000. Major series include:

**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 slew of 30 events emphasizing BIPOC-led arts organizations and writers from the Bay Area. Expected attendance: 3,000.

**Litquake Out Loud** - A curatorial series highlighting the Bay Area’s BIPOC & LGBTQ+ writers will run all day from an outdoor stage. Expected attendance: 2,000
We believe 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 to have a stage and an audience that is primed to thoughtfully engage. For the audience, we believe literature is a medium for empathy-raising, for discovery, and for deep contemplation of the issues of the day. It connects us, it nourishes us. Everyone deserves literature.
What They Think of Us...

“Thank you so much! You are doing such good work, bringing art to us all while we are locked in. You are saving my life. Truly.”

“...one of many bright lights, keeping me company, keeping me writing, and in touch with all the humanity available everywhere.”

“This was absolutely first-rate and wonderful...I’ve sent your information to about twenty friends already.”

“Litquake is absolutely inspiring—every single presentation I’ve seen has been outstanding.”
## Litquake By the Numbers

### Attendance
- Spring — 11,000
- Festival — 20,000
- Total — 31,000

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

### Audience Diversity
- 43% White
- 31% AAPI
- 10% Latinx
- 6% African American
- 8% Mixed Race
- 2% Native American

### Gender/Orientation
- 70% Female
- 26% Male
- 4% Non-binary
- 28% Identify as LGBTQ+

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

### Social Media
- 21K FB, IG, Twitter
- 435K Impressions
- 296K Website Views
- 78K Unique Visitors
- 14K Newsletter

### 96% Free Events!
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 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 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 newsletter (1) & metrics

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

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

EACH PACKAGE INCLUDES:
• Logo & link recognition on Litquake.org
• Recognition on printable festival one-sheet
Advertising Options

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

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

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

**Contact:** Jack Boulware / sponsor@litquake.org

**Deadlines**
- Closing Date August 1, 2021
- Materials Due August 15, 2021
- Publication September 8, 2021
Join the Litquake Family

Sponsors Past and Present

Media Coverage