Litquake exists to make literature more available to readers of all ages, from performances to readings, workshops, and film programs. By combining public life and literary art, Litquake uses literature as an agent of civic good to engage, amplify, and expand the Bay Area cultural landscape.
OUR PROGRAMS

**Litquake Festival**
One of the West Coast’s most beloved annual literary festivals, this smart, eclectic ten-day gathering draws booklovers of all types to enjoy words and ideas straight from the artists’ mouths. Now with 160 venues, the festival’s uniquely portable format provides even greater access to literature.

**Lit Crawl SF**
Each festival ends with a closing-night crawl throughout San Francisco’s Mission District, bringing together 500+ authors and close to 10,000 fans for the world’s largest free pop-up literary event. Launched in 2004, Lit Crawl cultivates a unique, resonant brand: smart and silly, worldly and wacky events presented in venues both usual (bars, cafes, bookstores) and unusual (police stations, tattoo parlors, laundromats).

**Special Events & Event Series**
Throughout the year, Litquake collaborates with dozens of local arts groups, performance spaces, and museums. In 2017, event partners included California Historical Society, San Francisco Ballet, and San Francisco Public Library, which hosted a six-part series of author conversations geared towards political activism and civic engagement. More ongoing partnerships include San Francisco International Film Festival, SFJAZZ, SF Sketchfest, and Yerba Buena Gardens Festival.
Lit Crawl Global
Since 2008, 13 cities have launched affiliated Lit Crawls around the world: Seattle, Portland, Los Angeles, Austin, Denver, Chicago, Iowa City, Minneapolis, Boston, New York City, Wellington (New Zealand), Cheltenham (England), and Kells (Ireland). Each Crawl bolsters the local literary scene and captures its city’s unique flavor.

Lit Cast
With 111,000 downloads and listeners in 127 countries, Litquake’s podcast brings free literary audio programming to an enormous, diverse audience. In 2017, Lit Cast helped broadcast authors’ bookstore appearances, as well as Litquake festival highlights and other special events.
EDUCATION

Kidquake & Teenquake
Kidquake festival events bring over 1,000 K-5 students and teachers from 19 schools to the San Francisco Public Library for two days of free books, workshops, and talks from acclaimed children’s authors. Teenquake partnerships with San Francisco Public Library and NaNoWriMo Young Writers Project help inspire teens through public readings, open mics, and awards events.

Elder Project
Litquake’s newest program, this initiative brings eight weekly writing and storytelling workshops to retirement communities across Oakland and San Francisco. After learning to record life experiences, and open new pathways to self-expression and greater socialization, Elder Project students perform at a live reading and are published in a class anthology.

Master Class Mixers
These year-round writing workshops pair wine receptions with three-hour classes taught by bestselling authors and recipients of Pulitzer, MacArthur, Guggenheim, and National Book awards.
A public asset since 1999, Litquake cultivates lasting, mutually beneficial ties with hundreds of Bay Area arts organizations — from co-presenting San Francisco Ballet’s “Frankenstein” to showcasing the Diasporic Vietnamese Artists Network, and highlighting the 1st Tuesday’s Spoken Word Collective from the underserved Bayview-Hunters Point community.

Sample Collaborators:

826 Valencia
Book Club of California
California College of the Arts
California Historical Society
California Institute of Integral Studies
Center for Sex and Culture
Chronicle Books
Grace Cathedral
Mission Cultural Center for Latino Arts
Museum of African Diaspora
San Francisco Center for the Book
Stanford Continuing Studies
Strut
Women’s National Book Association
**Ethnicity**
- 69% Caucasian
- 13% Asian
- 7% Latinx
- 5% African American
- 4% Mixed
- 2% Native American

**Residence**
- 58% San Francisco
- 26% East Bay
- 8% Peninsula/South Bay
- 2% Marin/North Bay
- 6% Other

*Based on 2017 Festival survey results*
ADVERTISE

Festival guide advertising directly reaches a diverse, inclusive audience of readers, writers, and booklovers. Guides are distributed in advance to Bay Area bookstores, as well as all festival venues, with a downloadable PDF available at litquake.org.

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Order closing date: August 1
Materials due: August 15
Publication: September 25

Contact:
Sophia Cross
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Final Draft   | $3,000

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Sponsored booths/venues at Lit Crawl
Activations at specific festival events
Print ad in festival guide
Social media and newsletter promotion
Branded Lit Cast and/or Live Video Stream
In-session giveaways
Name/logo recognition in print, online, and/or festival signage

Contact:
Jack Boulware
sponsor@litquake.org

GIVE

Litquake accepts matching employee donations, gifts of stock, in-kind contributions, and more. Our donors participate at a variety of levels, and those giving from $50 to $50,000 are listed in our printed festival guide and website. Major donors of $1,000 receive special invitations to author events and other benefits. Nearly 1/3 of our annual budget comes from individual gifts like yours.

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“HOME GROWN AND INNOVATIVE, LITQUAKE IS A JEWEL, REMINDING US HOW STRONG AND HOW ESSENTIAL THE ARTS ARE.”

TJ Stiles, two-time Pulitzer Prize-winning author