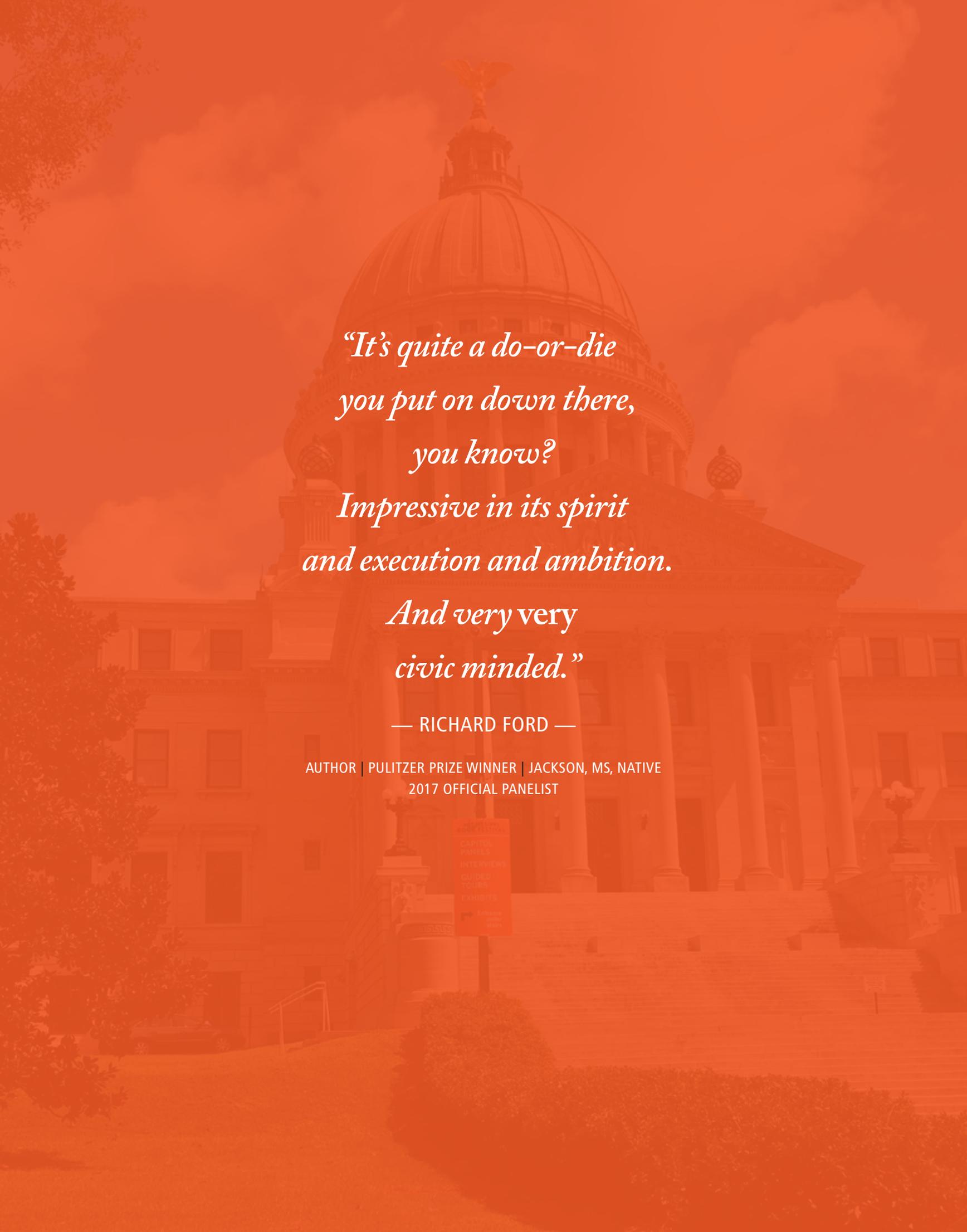


MISSISSIPPI
BOOK
FESTIVAL

FUNDER INVITATION 2018



*“It’s quite a do-or-die
you put on down there,
you know?
Impressive in its spirit
and execution and ambition.*

*And very very
civic minded.”*

— RICHARD FORD —

AUTHOR | PULITZER PRIZE WINNER | JACKSON, MS, NATIVE
2017 OFFICIAL PANELIST

The Mississippi Book Festival continues to unite readers and authors in an inspiring celebration of books. Each August, the shaded lawn of the historic State Capitol Building hosts the one-day *Literary Lawn Party*, while the surrounding streets harbor a marketplace for booksellers. The stately rooms of the Capitol, as well as nearby Galloway Church, become venues for distinguished panelists and the Rotunda is transformed into a national exhibit showcase.

Free and open to the public, the festival brings the written word to fun and festive life with authors, activities, signings, food trucks, music and a slew of book lovers eager to engage.

The logo is a solid orange square containing the text 'MISSISSIPPI BOOK FESTIVAL' in white, bold, sans-serif capital letters. 'MISSISSIPPI' is on the top line, 'BOOK' is on the second line, and 'FESTIVAL' is on the third line.

**MISSISSIPPI
BOOK
FESTIVAL**

August 18, 2018
MISSISSIPPI STATE CAPITOL



*"The Capitol
is an awesome place....
I also loved that everything
was so close together,
so you could easily
bounce around to a bunch of
different experiences."*

— BRIAN CONTINE —

PENGUIN SALES MANAGER, NEW YORK, OFFICIAL PANELIST



6,400

PEOPLE ATTENDED
the **45** panel discussions
at the one-day 2017 Festival.

4,000+

BOOKS SOLD



*"Thanks @msbookfest
for inviting me to speak & sign.
The book is alive & well
in Jackson, Mississippi."*



— PETER H. REYNOLDS —

AUTHOR, MASSACHUSETTS, OFFICIAL PANELIST



AT LEAST
2,000
LOCAL STUDENTS
saw and heard celebrated children's
and young adult authors.
1,200 FREE BOOKS
went into the hands of public school
students, courtesy of the festival!



*"I was so inspired today
by the C-SPAN televised
Mississippi Book Festival.
Thank you for inviting
[Librarian of Congress]
Carla Hayden to your state....
Continue to shine your light
and promote the power of literacy."*

— ALICE FAYE DUNCAN —

LIBRARIAN AND AUTHOR, MEMPHIS, C-SPAN VIEWER



*"What a thrill
to be in Mississippi
and a part of the festival.
I had the BEST time....
Sign me up for next year!"*

— JUDY HOTTENSEN —

GROVE / ATLANTIC ASSOCIATE PUBLISHER
NEW YORK, OFFICIAL PANELIST



In 2017, the festival drew 6,400 people into downtown Jackson to bask in stories, enjoy lively exchanges, hobnob with celebrated authors, greet new favorites and buy books by the tote-load. The day-long celebration not only toasts Mississippi's great cultural heritage of writers and storytellers, but also shines a spotlight on those who will take that legacy far into the future.

2017 AT A GLANCE

6,400 PEOPLE attended the fest's 45 official panel discussions and activities

4,000+ BOOKS SOLD at the festival went home with attendees as the ultimate souvenirs

2,000 LOCAL STUDENTS were enthralled by talks and programs with children's and young adult authors

1,200 FREE BOOKS went into the hands of public school students at two pre-festival programs

152 OFFICIAL PANELISTS inspired and entertained the crowds

63 AUTHORS AND ORGANIZATIONS marketed recent works and more in Authors Alley

8 HOURS OF LIVE COVERAGE nationally broadcast by C-SPAN Book TV

65 FUNDERS contributed \$275,000+ to make the festival possible

20 IN-KIND CONTRIBUTORS supported with product and services valued at \$70,000+

200+ VOLUNTEERS kept the festival humming

Librarian of Congress
Dr. Carla Hayden unveiled the new
Mississippi Literary Map

GROWING REACH

A key focus on social media blossomed with a huge leap in followers and engagement.

f **NEARLY 10,000 FACEBOOK FOLLOWERS** fueled a dramatic increase in visits to our Mississippi Book Festival page, an upward trend in engagement and a reach of 130,000+.

t **800+ TWITTER FOLLOWERS** boosted our Twitter audience by a third, more than doubled our total lifetime tweets and at least tripled our total lifetime likes.

📷 **ALMOST 1,000 INSTAGRAM FOLLOWERS** more than doubled our lifetime posts and raised our network profile by nearly 16 percent.

PARTNERSHIPS

Through partnerships the festival has enjoyed seasonal and ongoing exposure in broadcast and print.

*C-SPAN
Book TV*

*Delta
Magazine*

*The
Jackson
Advocate*

*The
Mississippi
Link*

*The
Mississippi
Magazine*

*Mississippi
Media*

*Mississippi
Public
Broadcasting*

*Mississippi
Today*

*The
Northside
Sun*

*Oxford
American*

*Parents
& Kids
Magazine*

*Portico
Jackson*

*Social South
Well-Being*

Y'all Politics

2018 FUNDER OPPORTUNITIES

A remarkable way to invest in community, the Mississippi Book Festival provides a unique opportunity to reach customers and to connect with peers—in-person as well as through a variety of media—before, after and during the event. Momentum is building in the communication platforms we have established and we invite you to tap-in to generate excitement among existing and new customers. Plus, as a funder, you gain access to special events, celebrated participants, panels, and other festival funders.

SUPPORTER ADVANTAGES	VIP ACCESS TO SPECIAL EVENTS & HOSPITALITY LOUNGE		NAMED PANEL SPONSOR AT VENUES		NAME OR LOGO ON FESTIVAL GUIDE		NAME OR LOGO IN ADS — \$250,000 PLACEMENT PLAN		NAMING RIGHTS FOR VENUE OR SPECIAL EVENT	
	NAME OR LOGO ON FESTIVAL WEBSITE		NAME OR LOGO ON E-BLASTS & SOCIAL MEDIA		TENT SPACE ON FESTIVAL GROUNDS		LOGO OR NAME ON FESTIVAL MERCHANDISE			
Morris \$1,500	✓ 2 BADGES	✓ NAME	✓ 1 PANEL		✓ NAME					
Faulkner \$5,000	✓ 2 BADGES	✓ NAME	✓* CHOICE		✓ NAME					
Walker \$10,000	✓ 4 BADGES	✓ LOGO		✓ NAME	✓ NAME	✓ 1 TENT	✓** NAME	✓ NAME	✓ 1 VENUE	
Welty \$25,000	✓ 6 BADGES	✓ LOGO		✓ LOGO	✓ LOGO	✓ 1 TENT	✓ LOGO	✓ LOGO	✓ 1 EVENT	

* FAULKNER LEVEL SUPPORTERS MAY CHOOSE ONE NAMED PANEL SPONSORSHIP AT OUR LARGEST VENUE (GALLOWAY SANCTUARY) OR ANY THREE AT OTHER VENUES.

** WALKER LEVEL SPONSOR NAMES APPEAR IN FULL PAGE AD PLACEMENTS ONLY.

For more information or customized funding packages contact Holly Lange: holly@msbookfestival.com or 601.906.8698.





Marshall Ramsey  @MarshallRamsey • Aug 19
BREAKING NEWS: Huge crowd marches on
Mississippi Capitol. Buys books. Meets authors.
Mississippi is smarter place for it.



— MARSHALL RAMSEY —

EDITORIAL CARTOONIST | AUTHOR | JACKSON, MS
2016 AND 2017 OFFICIAL PANELIST

MISSISSIPPI
BOOK
FESTIVAL

August 18, 2018

MISSISSIPPI STATE CAPITOL

A Literary Lawn Party

MSBOOKFESTIVAL.COM

