

"I'm so excited to be a part of this community-wide celebration of books promoting the joy of reading. I'm very grateful for the people in Mississippi who are doing good everyday by getting books into the hands of readers and who make a positive impact in their communities."

— DAV PILKEY —

CHILDREN'S AUTHOR & ILLUSTRATOR | PACIFIC NORTHWEST 2019 OFFICIAL PANELIST

Each August, the Mississippi Book Festival unites readers and authors in an inspiring celebration of books. 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 lively conversation space.

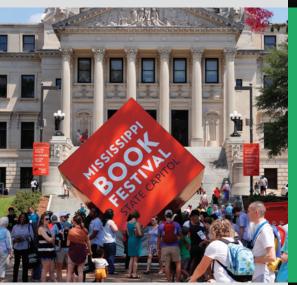
Free and open to the public, the festival brings the written word to fun and festive life with authors, activities, signings, food trucks, music and a slew of book lovers eager to engage.



"What luck to hear book talk echoing through the rotunda of the Capitol building. What luck to know that literature still thrives in Mississippi. It was, is, and will forever be this state's greatest natural resource."

— SNOWDEN WRIGHT —

AUTHOR, GEORGIA, 2019 OFFICIAL PANELIST



5,600

SCHOOL STUDENTS

saw and heard celebrated children's

and young adult authors.

Every child received a free book!

That's 5,600 books going into the hands of school students,

courtesy of the festival and friends.



— HARRISON SCOTT KEY —



"The Mississippi Book Festival is one of the premier literary gatherings in the nation. The variety of brilliant authors participating is unparalleled. Attendees are guaranteed to have an unforgettable experience."

— MAURICE CARLOS RUFFIN —



9,300 the **47** panel discussions at the one-day 2019 festival.

> 4,000 BOOKS SOLD



"... it's no surprise that the Mississippi Book Festival is the greatest place for writers and readers to be. The festival presents today's best books with passion, generosity, and consideration, creating programs that welcome everyone. It is a celebration of the written word – it is a joy."

— JULIA PHILLIPS -





In 2019, the festival drew 9,300 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.

2019 AT A GLANCE

9,300 PEOPLE attended the festival's 47 official panel discussions and activities

5,600 SCHOOL STUDENTS were enthralled by talks and programs with children's and young adult authors

5,600 FREE BOOKS went into the hands of school students at multiple pre-festival programs

4,000 BOOKS SOLD at the one-day festival

275+ VOLUNTEERS kept the festival humming

170 OFFICIAL PANELISTS inspired and entertained the crowds

73 AUTHORS AND GROUPS marketed recent works and more, in Authors Alley

72 FUNDERS contributed \$475,000 to make the festival possible

34 EXHIBITORS & BOOKSELLERS were featured on the Capitol lawn and showcased along Mississippi Street

17 IN-KIND CONTRIBUTORS supported the festival with product and services valued at \$100,000

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

2 MISSISSIPPI WRITERS TRAIL MARKERS were unveiled at the festival opening recognizing the significant work of Richard Ford and Ida B. Wells

MEDIA PARTNERSHIPS

Through partnerships, the festival has enjoyed seasonal and ongoing exposure in broadcast, print, web, and social media.

AudienceXMississippi Public Broadcasting The Clarion-Ledger Mississippi Today C-SPAN Book TV Mississippi Delta Magazine Tour Guide Gazebo Gazette New York The Jackson Review of Books Advocate The Northside Sun Jackson Free Press Oxford American *Iackson* Portico Jackson Visitors Guide Well-Being Madison County Y'all Politics Magazine The Mississippi

SOCIAL MEDIA

Magazine

A growing social media presence keeps the festival in touch with booklovers across the country.

13,400+ friends kept up with the festival countdown and action on Facebook.

Nearly 2,500 followers raised our network profile by engaging 660 posts.

2,000+ followers helped us achieve 2,750,000 tweet impressions.

2020 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.

FUNDER ADVANTAGES	VIP ACCE TO SPECIAI EVENTS & HOSPITALIT LOUNGE	L	NAMED PANEL SPONSOR AT VENUES	i.	NAME OR LOG ON FESTIVA GUIDE	0	NAME OR LOGO IN ADS \$250,000 PLACEMENT PL		NAMING RIGHTS FOR VENUE OR SPECIAL EVENT
FUNDER LEVELS		NAME OR LOGO ON FESTIVAL WEBSITE		NAME OR LOGO ON E-BLASTS SOCIAL MEDIA	&	TENT SPACE ON FESTIVA GROUNDS		LOGO OR NAME ON FESTIVAL MERCHANDIS	
<i>Welty</i> \$25,000	8 BADGES	LOGO		LOGO	LOGO	1 TENT	LOGO	LOGO	1 VENUE OR EVENT
<i>Walker</i> \$10,000	6 BADGES	LOGO		NAME	NAME	1 TENT	/*** NAME	NAME	1 VENUE
Faulkner \$5,000	4 BADGES	NAME	/*** PANEL		NAME				
<i>Wright</i> \$2,500	2 BADGES	NAME	/** PANEL		NAME				
<i>Morris</i> \$1,500	2 BADGES	NAME	/* PANEL		NAME				

WALKER LEVEL FUNDER NAMES APPEAR IN FULL PAGE ADVERTISING ONLY

FAULKNER LEVEL FUNDERS MAY HAVE ONE NAMED PANEL AT OUR LARGEST VENUE GALLOWAY SANCTUARY
WRIGHT LEVEL FUNDERS MAY HAVE ONE NAMED PANEL IN THE C-SPAN ROOM
MORRIS LEVEL FUNDERS MAY HAVE ONE NAMED PANEL FOR ANY VENUE EXCLUDING GALLOWAY SANCTUARY AND C-SPAN ROOM

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





—MARY MILLER—

AUTHOR, MISSISSIPPI, 2019 OFFICIAL PANELIST



A Literary Lawn Party

MSBOOKFESTIVAL.COM

