



FUNDER INVITATION 2023

*“... I dreamed
of a day
when there might be
a festival such as this,
when all of Mississippi
would feel
invited, welcomed,
and comfortable.”*

— ALICE WALKER —
AUTHOR / OFFICIAL PANELIST



HOT BOOKS, COOL FESTIVAL, WARM WELCOME



*Each August, the Mississippi Book Festival unites readers and authors
in an exhilarating celebration of books.*

The Capitol's stately rooms and nearby Galloway Church turn into venues for distinguished panelists, the streets in-between transform into a bustling marketplace for booksellers, and the grounds and Capitol Rotunda become a hub of lively exchange. Free and open to the public, the festival brings the written word to fun, festive life with authors, panel discussions, book signings, family-friendly activities, food trucks, live music, and more – aptly earning the event its tag – *A Literary Lawn Party*.

2022 FESTIVAL AT A GLANCE

*Our 8th annual
Mississippi
Book Festival
was a stellar showcase
of the very best.*

On Saturday, August 20th, over 6,000 people attended indoor panel discussions, while hundreds more enjoyed outdoor festival offerings. Add in pre-festival events, for local schools and early kickoffs across the state, and we reached more than 30,000 booklovers in 72 hours.

With your help and support, the in-person festival has returned to full strength and will continue to thrive and grow!

30,000+ BOOKLOVERS

participated in our 72-hour celebration of the written word at pre-festival events around the state and at the one-day festival in the capital city.

24,000+ STUDENTS

took part in KidNote sessions with Matt de la Peña, Andrew Aydin, and Nate Powell, in a statewide orchestration of in-person and online engagements.

6,000+ PEOPLE

attended the festival's 50 official panel discussions and workshops in 9 different venues.



4,200+ BOOKS

were sold on Saturday at the festival.

3,300+ FREE BOOKS

went into the hands of students at pre-festival literary programs.

180+ VOLUNTEERS

powered setup, activities, directions, run-around, and take-down of the festival.



164 OFFICIAL PANELISTS

engaged audiences in panel discussions.

138 EXHIBITORS

were featured on the Capitol lawn and surrounding streets.

123 FUNDERS

donated to make the festival possible.

90+ AUTHORS

sold their recent works and met readers in Authors Alley.

MISSISSIPPI BOOK FESTIVAL MISSISSIPPI BOOK FESTIVAL

"Mississippi is a state with such radiant literary history that it's no wonder the Mississippi Book Festival was an astonishment: extraordinary organization, a great number of brilliant writers, and pervasive joy in the celebration of books and their makers."

— LAUREN GROFF —
AUTHOR / OFFICIAL PANELIST



"I always tell people the Mississippi Book Festival is the best book festival on Earth. I mean that, and it's not just because I am from Mississippi. It's just...dope."

— KIESE LAYMON —
AUTHOR / OFFICIAL PANELIST



40+ HOURS OF PANEL VIDEOS

were recorded by the festival in addition to 6 hours by C-SPAN Book TV.

15 FOOD VENDORS

kept festival-goers fueled and refreshed throughout the day.

15 IN-KIND CONTRIBUTORS

supplied much-needed products and services valued at more than \$150,000.



11 OUTDOOR ATTRACTIONS

drew visitors at Authors Alley, Booksellers Row, Bearapy, Book Signings, Asylum Hill Project, Community Lawn Organizations, Kids Tent, Rocky's House, First Book, All Ways Black, and Food Pavilion with Live Music.

7 INDOOR ATTRACTIONS

welcomed guests for Capitol tours, three USM exhibits, MPB Kids Club, Pop-Up Library, and a Book-of-the-Month Club installation.

6 HOURS OF LIVE STREAMING

brought panels in Galloway Sanctuary to online audiences in real-time.

3 COSTUME CHARACTERS

greeted visitors.

Rocky the Reader
(Mississippi Children's Museum and the Barksdale Reading Institute)

Ed Said (MPB)

Molly of Denali (PBS Kids)

1 LIVE PAINTING

was created on-site by watercolorist Wyatt Waters.



MEDIA PARTNERSHIPS

generated seasonal and ongoing exposure in broadcast, print, web, and social media.

Delta Magazine *The Northside Sun*

The Jackson Advocate *Oxford American*

The Mississippi Link *Parents & Kids Magazine*

Mississippi Magazine *Supertalk Mississippi*


Mississippi Magazine *WMPR 90.1 FM Radio*

Mississippi Today

The New York Review of Books

SOCIAL MEDIA

connected booklovers across the country whilst keeping them up to date.

 Nearly 15,000 friends kept up with the festival countdown and action on Facebook.

 4,250+ followers raised our network profile by engaging 165 posts.

 Nearly 3,000 followers helped us achieve 201,000 tweet impressions.

BOOK FESTIVAL MISSISSIPPI BOOK FESTIVAL

"In only a few years, the book festival has established itself as a premier literary event, so well-run it feels chiseled in granite."

— SNOWDEN WRIGHT —
AUTHOR / OFFICIAL PANELIST



"Matt de la Peña's creative writing genius connects with each of us (children and adults) as he taps into the world we live in. Regardless of our diverse experiences, appearance, and culture, he gets to the heart of the matter."

— DR. KATHLEEN GRIGSBY —
ASSISTANT SUPERINTENDENT
OF ELEMENTARY SCHOOLS
FOR JPS



"At a time when books are being banned at a furious clip, events like the Mississippi Book Festival are more than literary occasions. They are fundamental components of our democracy."

— JAMES KIRCHICK —
AUTHOR / OFFICIAL PANELIST



2023 FUNDER OPPORTUNITIES

The Mississippi Book Festival cherishes funders who are committed to making a positive and lasting impact on the cultural life of our state.

As essential supporters of the August event, funders are recognized through a host of special opportunities, many of which can be customized to meet their charitable and/or marketing objectives. Our growing audience, multiple media platforms, and year-round engagement enable the festival to connect funding partners with new and expanding markets – both here in Mississippi and beyond.

FUNDER LEVELS

FUNDER BENEFITS	Welty \$25,000	Walker \$10,000	Faulkner \$5,000	Wright \$2,500	Morris \$1,500
NAMING RIGHTS FOR SPECIAL EVENT OR VENUE	1 EVENT	1 VENUE	—	—	—
TENT SPACE ON COMMUNITY LAWN 10'X10' TENT, ONE TABLE, TWO CHAIRS	1 TENT	1 TENT	—	—	—
FESTIVAL MERCHANDISE LOGO OR NAME	LOGO	NAME	—	—	—
PRINT ADS LOGO OR NAME	LOGO	NAME IN FULL PAGE ADS ONLY	—	—	—
E-BLASTS LOGO OR NAME	LOGO	LOGO	—	—	—
PANEL SPONSOR PER VENUE SIZE	—	—	1 PANEL IN GALLOWAY SANCTUARY	1 PANEL IN C-SPAN ROOM	1 PANEL AT ANY OTHER VENUE
FESTIVAL GUIDE LOGO OR NAME	LOGO	LOGO	NAME	NAME	NAME
WEBSITE LOGO OR NAME	LOGO	LOGO	NAME	NAME	NAME
VIP ACCESS TO SPECIAL EVENTS & HOSPITALITY LOUNGE	8 BADGES	6 BADGES	4 BADGES	2 BADGES	2 BADGES

For more information or customized funding packages, contact Jordan Perry: jordan@msbookfestival.com or 202.277.2339.

*"The Mississippi Book
Festival is sort of a miracle."*

"When I was a boy growing up here,
books were my life. I had all the guns
and camo you could ask for,
but where could I find more books?
I saw plenty of sports heroes growing up,
but where could I meet my literary heroes?
They were distant, far away, godlike.
The very possibility of meeting real authors
in person and having them sign
a book would've induced
a cerebrovascular medical trauma.

That's why I love the Mississippi Book
Festival. All these great authors,
all in one place on this one day
every summer! Signing books and rubbing
elbows and partying with the people!
This has to be what heaven is like.

It's hands-down the best and liveliest
literary event in the country."

— HARRISON SCOTT KEY —
AUTHOR / OFFICIAL PANELIST



MISSISSIPPI
BOOK
FESTIVAL
STATE CAPITOL

MSBOOKFESTIVAL.COM





PAINTING BY WYATT WATERS

A Literary Lawn Party