

"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 / 3X OFFICIAL PANELIST







U.S. Supreme Court Justice **SONIA SOTOMAYOR**

cast a spell on a rapt and record crowd at the 2019 festival, enthralling young fans with stories from her books *Turning Pages* and The Beloved World of Sonia Sotomayor. Her warmth and candor resonated as she talked of growing up in a poor Bronx neighborhood and dealing with diabetes. When she told them, "Reading and writing they are the things that make your future," they took it to heart.

"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 -





Capping a Decade of Success

In 2024, the Mississippi Book Festival will celebrate its 10th anniversary, having established itself as a highly anticipated annual literary event attracting authors, poets, illustrators, teachers, readers, leaders, listeners, and booklovers of all ages and backgrounds.

Each year, the grand rooms of the historic State Capitol are transformed into panel session venues, where distinguished guest authors gather in front of festivalgoers for in-depth thematic conversations based on their latest books. A block away, larger crowds file into the Sanctuary of Galloway United Methodist Church, where this singular setting lends itself to a surprisingly intimate and particularly memorable audience experience.



Streets in-between transform into a bustling marketplace, while the State Capitol's lovely grounds become *A Literary Lawn Party* of family-friendly activities and community presence.

The festival's success is due *in no small part* to the extraordinary funders who believed in the book festival from the very beginning – and who remained steadfast as it grew into the event it is today.

Because of them, the festival remains free and open to all.

To all the funders, thank you.



Bestselling author JOHN GRISHAM

and Jackson State University's "Sonic Boom of the South marching band launched the very first Mississippi Book Festival in 2015 as a loud and proud celebration of reading, writing, storytelling, and the state's significant contributions to American literature. Exceeding expectations, more than 3,700 flocked to the grounds of the Mississippi State Capitol and surrounding spots to hobnob with favorite writers and discover new ones, making this August debut the hottest draw in more ways than one. Standing-room-only crowds crammed into historic State Capitol rooms to bask in book talk - and

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

a beloved event was born.

— ALICE WALKER — AUTHOR / OFFICIAL PANELIST





Pulitzer Prize and PEN/Faulkner
Award winner
RICHARD FORD

regaled a hometown crowd with stories of Jackson, Mississippi, where "literature was in the air," he said at the 2017 festival, sharing tidbits from his memoir Between Them: Remembering My Parents. Ford returned as a panelist in 2019 for a lively conversation with longtime friend Joyce Carol Oates, and in 2023, he presented Be Mine, the last novel in the world of his indelible character, Frank Bascombe.

"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 AUTHOR / OFFICIAL PANELIST







Booker Prize winner

SALMAN RUSHDIE,

an official panelist in 2018,
traveled from the
United Kingdom to present
The Golden House: A Novel
to a rapt crowd.
Then he, too, took advantage
of festival offerings,
leading the line to grab
a good seat to hear
two-time National Book Award
winner Jesmyn Ward
discuss her latest,
Sing, Unburied Sing.

"I loved being
a writer at my own panel –
but just as much,
being an audience member
at other panels,
where I feel like
I grew as a writer,
a reader, a parent,
and a human being."

- ILYON WOO -AUTHOR / OFFICIAL PANELIST





In 2016, a young college student asked children's literature panelists, "How do you get a book published?"

ANGIE THOMAS

put their advice
into action, publishing her
New York Times bestselling novel
The Hate U Give
and returning to the festival
the very next year
as an official panelist.
The Jackson native is a
festival favorite,
frequently returning to share
new works and support
emerging writers of
young adult literature.

"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 / 3X OFFICIAL PANELIST





Attracting Notable Authors

Creators of the year's most-talked-about books hold the spotlight. From local literary heroes to emerging writers to nationally recognized notables, audiences are treated to insightful perspectives, compelling conversations, and in effect an all-day masterclass in storytelling. Striving to offer something for everyone, the festival draws authors who represent some of the year's best writing in fiction, non-fiction, poetry, history, politics, sports, and more. Since its inception, the festival has welcomed a Booker Prize winner, a dozen Pulitzer Prize winners, and eleven National Book Award winners.

1,000+ NOTABLE AUTHORS **330+** PANEL SESSIONS

135,800+ PEOPLE REACHED (IN-PERSON & ONLINE)

An equally robust roster in children's literature has showcased five Newbery Medalists and three National Ambassadors for Young People's Literature.

The festival is fortunate to welcome such acclaimed writers, many of whom have returned more than once to wow audiences year after year.



Three-time National Ambassador for Young People's Literature
Jason Reynolds touched the hearts and minds
of young and old at the 2023 KidNote.





Two-time National Book Award Winner JESMYN WARD,

represented one of the first two markers on the Mississippi Writers Trail, unveiled to cheers, tears, and a standing ovation at the 2018 festival. Packed crowds greeted her appearance with The Fire This Time in 2017 and Sing, Unburied, Sing in 2018, soaking up Ward's moving insights and the experiences that inspire her acclaimed writing.

"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 / 4X OFFICIAL PANELIST





FREE & OPEN TO THE PUBLIC

The welcoming Mississippi Book Festival site is compact and accessible for festivalgoers, with convenient parking in nearby lots. While official panel sessions are all indoors, the shaded grounds of the Capitol and surrounding streets offer a 10-acre playground for booklovers with a Book Signing Tent, Booksellers Row, Authors Alley, Kids Tent, Community Lawn, and more.

"... 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."

- JULIA PHILLIPS -







On the Capitol Grounds, the **COMMUNITY LAWN**

is a networking hub
for organizations that
support creativity and literacy.
Long-time partners include
museums, colleges, and
universities, as well as writing
and storytelling groups
that recruit members
and spread the word.



More than 200 **VOLUNTEERS**

come together each year, turning passion into purpose. Tireless workers with friendly faces greet guests, give directions, ready official panels, and execute countless essential tasks.



FOOD TRUCK FARE

from local vendors keeps festivalgoers energized and the nearby Food Pavilion provides a shady place to chill out with friends.



INDIE BOOKSELLERS

occupy a prime spot on the festival grounds, well-stocked and ready to guench the thirst of readers who just found out about the latest, greatest books from all the authors onsite. A dozen or more booksellers set up shop for the day, enjoying a brisk business in books — to the tune of 650 an hour sold in 2023! The Book Signing Tent, just steps away, ensures a personal touch, plus offers a great chance to meet literary heroes and maybe even score a selfie.



Authors and fans capture treasured keepsakes of the one-day festival.



Connecting Authors & Readers

The ardent appreciation of readers and writers, booklovers and sellers, and families and fans cultivates a lively landscape fit for spirited exchange and memorable encounters. Folks come to see and be seen, share and absorb, buy and sell, regale and laugh, discuss their favorites and find new ones – creating the palpable sense of community that comes from sharing a love of books.

275+ BOOKSELLERS & EXHIBITORS17,500+ BOOKS SOLD400+ AUTHORS ALLEY PARTICIPANTS

Authors Alley, the all-day hub for selfpublished authors and creatives, engages new audiences eager to learn and expand their libraries. In the Book Signing Tent, guest authors are on hand during designated time slots to meet fans and sign books, purchased just steps away on Booksellers Row. Here, independent bookstores set up shop, sure to have the latest on hand for the frenzy of book-buying that happens throughout the day. In 2023, for instance, booksellers sold an average of 650 books every hour!



Exciting Young Minds

At Friday's KidNote event, top children's authors connect with thousands of young learners, both in-person and via livestream. At the end of each session, students are gifted brand-new books, in an effort to nourish a lifelong love of reading. Saturday's festival begins with an encore presentation of KidNote, open to all festivalgoers and their families, with the aim of capturing even more young minds and igniting their imaginations.

With the Kids Tent, MPB Kids Club, and countless other programming tailor-made for the youngest among us, families with children of all ages have ample opportunity to engage with authors and each other – and to embrace the magic of books.



14,500+ GIFT BOOKS FOR KIDS **44,000+** STUDENTS REACHED **150+** PARTICIPATING SCHOOLS



Globetrotting, bestselling
Dog Man and
Captain Underpants creator

DAV PILKEY

launched his massive, worldwide Do Good Tour at the 2019 festival. Pilkey journeyed from Japan just in time to hold court in the annual KidNote address, wowing middle-grade students with comic drawings, funny stories, and cool insights on his journey from a mischievous, isolated kid with ADHD and dyslexia to a prolific author. Pilkey tucked \$20 bookstore gift certificates in free copies of his latest book that went to the 4,000 students who attended, encouraging them to keep on reading.



Costume characters and story time enthrall family-friendly crowds.



ACCLAIMED INSTITUTIONS TAKE PART

The Smithsonian,
the Library of Congress,
the Mississippi Library Commission
and the de Grummond
Children's Literature Collection
are just a few of the
noteworthy institutions
that bring and staff
interactive exhibits at the festival,
highlighting valuable state
and national resources.
Skilled faculty from state universities
and colleges provide focused
and general writing workshops
for all ages and interests.



C-SPAN & MPB BROADEN EXPOSURE

Each year, the Old Supreme Court Room of the State Capitol Building becomes a prestigious venue for official panel sessions and C-SPAN is there all day, providing live coverage to a national audience and later rebroadcasting on C-SPAN Book TV. MPB provides live-streaming of all sessions from often crowded Galloway Sanctuary, and pegs visiting authors for interviews featured on the festival's ongoing podcast, Write On, Mississippi!



Forging a Legacy

Since 2015, the festival has strived to keep its finger on the pulse of the reading public, while growing and diversifying offerings, audience, and reach. Fortified by the sustained support of our funders – including the Mississippi State Legislature – the festival has collaborated with local leaders, state agencies, universities, cultural organizations, non-profits, publishers, and more. These partnerships have helped make the festival what it is today – a testament to the magic of books and the bonds of community.

48,700+ DAY-OF ATTENDEES450+ HRS SESSION VIDEOS ARCHIVED43,000+ SESSION VIDEO VIEWS

With gratitude for the near decade of support, the Mississippi Book Festival will celebrate its 10th anniversary by bringing together participants of all ages and backgrounds for yet another unparalleled experience of "all things book."



"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 / 2X OFFICIAL PANELIST





#LiteraryLawnParty



MSBOOKFESTIVAL.COM

2023 BY THE NUMBERS

14,000+ PEOPLE

participated in a 72-hour celebration of the written word, capped off by an invigorating one-day event in the capital city!

7,000+ STUDENTS

participated in-person or via live-stream in KidNote, featuring award-winning author Jason Reynolds!

6,700+ BOOKLOVERS

attended 47 panels and writing workshops, while hundreds more enjoyed book-buying, author signings, live music, good food, and family fun!

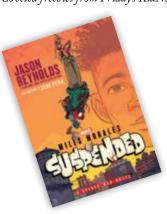
4,800+ BOOKS

were sold by 10 booksellers at the festival on Saturday.

More than a dozen books were sold every minute of the festival day!

2,500 FREE BOOKS

were distributed to participating local students and schools from across the state. Coveted freebies from Friday's KidNote!



200+ VOLUNTEERS

powered nearly every facet of the festival, including room coordination, traffic control, water replenishment, book distribution, directional assistance, and everything in between.

We are grateful to our hardworking team!

169 OFFICIAL PANELISTS

participated in 47 panel discussions, offering unique insight and added dimension to published works.

Fueling fans and nurturing future writers!

112 FUNDERS

helped keep the festival free and open to all with donations that demonstrate their generous and growing commitment. Thank you to all who contributed!

95 AUTHORS

engaged with book-buyers readers while promoting their self-published work in Authors Alley.

A record turnout!

45+ HOURS OF PANEL VIDEOS

were recorded in high-quality and can be found in the archive section of our website and at C-SPAN'S Book TV.

Available to replay anytime!

22 EXHIBITORS

filled the Community Lawn to capacity on the grounds of the State Capitol. *An annual hive of community connectivity!*

18 FOOD VENDORS

kept festival-goers fueled and refreshed throughout the day.

Some of the best in local street fare!

7 INDOOR ATTRACTIONS

were on offer in the Capitol, including guided tours, traveling exhibits, the MPB Kids Club, and a Pop-Up Library.

All stellar, one-of-a-kind experiences!

7 HOURS OF LIVE STREAMING

brought panels to online audiences in real-time.

Available in the archive section of our website.

3 PULITZER PRIZE WINNERS

including Richard Ford, Richard Russo, and Jack E. Davis joined National Book Award winner James McBride at the festival this year. That makes 12 Pulitzer and 11 NBA winners since the festival began!

2 COSTUME CHARACTERS

including MPB's Ed Said and Alma were on hand to interact with young visitors.

A tiny part of all the family-friendly features at the festival!



WE SPEAK BOOK TO OVER 25,000 SOCIAL MEDIA FOLLOWERS



MORE THAN JUST A DAY

The Mississippi Book Festival connects readers with authors all year long!



STUDENT ENGAGEMENT

Our celebration of reading starts early and goes big through KidNote, an annual event that brings acclaimed guest authors to Jackson for in-person engagements with local students and interactive live-streams with thousands more across the state (and free books to boot!) In 2022, authors Matt de la Peña, Andrew Aydin, and Nate Powell reached a record 24,000+ students in over eighty schools!



AUTHORS ON TAP

At our very first festival, we made the commitment to capture nearly every official panel discussion on video and have them available online. This incredible feast is organized in the archive section of our website for you to savor anytime! Since 2018, our podcast series of conversations with captivating panelists has grown to more than 75 audio interviews. Through the vision of Mississippi Book Festival leadership and the diligence of our partner and production coordinator Mississippi Public Broadcasting, Write On, Mississippi! is a must listen.

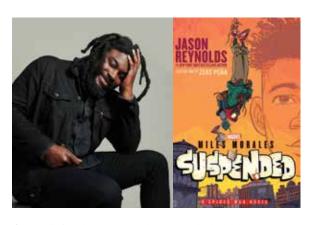


BOOKSTORE PARTNERSHIPS

We partner with independent booksellers to host conversations with authors and to get the word out about these events. Since August 2019, we've participated in more than 65 with more planned in the months ahead. So, subscribe to our e-news on our website or watch for announcements on our social media platforms.

2023 KIDNOTE FEATURE

It wouldn't be the Mississippi Book Festival without KidNote - our annual event for children's literature showcasing celebrated guest authors who know how to ignite the imaginations of young people.



With a focus on leading storytellers from around the country, KidNote aims to connect authors with schoolchildren from around the state to inspire them in the pursuit of creativity and a lifelong love of reading.

In 2023, we brought the #1 New York Times bestselling author Jason Reynolds to KidNote. A two-time National Book

Award finalist, Jason has published more than 13 books, which together have sold more than 6 million copies. A born storyteller, Jason spent two years as the Library of Congress's National Ambassador for Young People's Literature. The New Yorker declared his ability to connect genuinely to kids' own experiences has made him "a superstar in the world of children's lit." More than 2,000 students, grades 7-12, filled Thalia Mara Hall to hear him in conversation with Dr. Ebony Lumumba, while an additional 5,000 students in 300 classrooms across the state connected via livestream.



— KEVIN PARKINSON, PRINCIPAL —



2023 TURN THE PAGE INITIATIVE

Through the Mississippi Book Festival's growing network, we are able to engage compelling writers for young readers to share their laid-back charm and warm wisdom in classrooms across the state and inspire students to tell their own stories.



In this first year of our Turn the Page initiative, three events were held in central Mississippi. Each included a different celebrated author who presented their work, gave insights about creative writing, led a writing and brainstorming session and provided students an opportunity to share.



New York Times bestselling author Angie Thomas wowed 120 8th-grade students with her latest work, Nic Blake and the Remarkables: The Manifestor Prophecy.

Nic Stone awed 100 6th-graders with her book, Clean Getaway. Author and songwriter Steve Azar was joined by illustrator Sara Frances Hardy and 150 K-3 students for a rousing listening, looking, sing-along session!

"The session... offered our scholars a relevant and engaging educational experience that taught them about themselves and the great state of Mississippi. Opportunities such as this help scholars build a sense of pride about who they are and where they live."

— VANESSA DEAN, PRINCIPAL —

CASEY ELEMENTARY SCHOOL



At the conclusion of all three events, every student walked away with their very own copy of the book presented. That's **371 books** into the hands of students and countless moments of inspiration for youngsters and teachers alike!

QUESTIONS? CONTACT COMMUNITY ENGAGEMENT DIRECTOR TONJA MURPHY: TONJA@MSBOOKFESTIVAL.COM / 601.278.4688

MISSISSIPPI



2024 FUNDER OPPORTUNITIES

The Mississippi Book Festival is grateful to the many longtime funders who have supported this event over the years, thereby making a lasting impact on the cultural life of our state.

Contributors 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	<i>Welty</i> \$25,000	<i>Percy</i> \$15,000	<i>Walker</i> \$10,000	Faulkner \$5,000	<i>Wright</i> \$2,500	<i>Morris</i> \$1,500
NAMING RIGHTS FOR SPECIAL EVENT OR ON-SITE OPTION	1 SPECIAL EVENT	1 ON-SITE OPTION		_		
FESTIVAL MERCH LOGO OR NAME (POSTER & T-SHIRT)	LOGO ON POSTER & T-SHIRT	NAME ON POSTER	NAME ON POSTER	_		
PRINT ADS LOGO OR NAME (FULL PAGE ADS ONLY)	LOGO	NAME	NAME	_		
E-BLASTS LOGO OR NAME	LOGO	LOGO	LOGO	_		
PANEL SPONSORSHIP PER VENUE SIZE	_		EXCLUSIVE PANEL LIVE-STREAMED IN GALLOWAY SANCTUARY	1 PANEL IN C-SPAN / OLD SUPREME COURT	1 PANEL IN GALLOWAY VENUE (excludes Sanctuary)	1 PANEL IN CAPITOL VENUE (excludes C-SPAN / Old Supreme Court)
FESTIVAL GUIDE LOGO OR NAME	LOGO	LOGO	LOGO	NAME	NAME	NAME
WEBSITE LOGO OR NAME	LOGO	LOGO	LOGO	NAME	NAME	NAME
VIP ACCESS TO SPECIAL EVENTS & HOSPITALITY LOUNGE	10 BADGES	8 BADGES	6 BADGES	4 BADGES	4 BADGES	2 BADGES
DEDICATED PARKING ON DAY OF FESTIVAL	1	1			_	_

FOR MORE INFORMATION OR CUSTOMIZED PACKAGES, CONTACT JORDAN PERRY: JORDAN@MSBOOKFESTIVAL.COM / 202.277.2339

MISSISSIPPI \$15,000 Walker \$10,000

Faulkner

2024 FUNDER BENEFITS

Check out the perks of being a funder at this year's Literary Lawn Party!

Through the support of longtime donors, media partners, and friends of the festival, we can ensure that the festival is FREE and open to the public and that readers of all ages and backgrounds can connect with visiting authors and each other.

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

Below are six funder levels to choose from.

Sponsorship of one event during festival weekend (FRIDAY NIGHT FÊTE, HOT FEST COOL DOWN, ETC.) (10) badges to special events

- LOGO (or name) in/on Full Page Print Ads, Festival Poster & T-Shirt
- LOGO (or name) in/on Festival Guide, Website, E-blasts
- · Dedicated donor parking on the day of the festival
- Sponsorship of one all day, on-site naming option (AUTHORS ALLEY, SIGNING TENT, ETC.)
 (8) badges to special events
 NAME in/on Full Page Print Ads, Festival Poster
- LOGO (or name) in/on Festival Guide, Website, E-blasts
- Dedicated donor parking on the day of the festival
- Exclusive sponsorship of one, one-hour panel, live-streamed in Galloway Sanctuary
 (6) badges to special events
- NAME in/on Full Page Print Ads, Festival Poster
- LOGO (or name) in/on Festival Guide, Website, E-blasts
- Sponsorship of one, one-hour panel in C-SPAN / Old Supreme Court
 (4) badges to special events
- NAME listed in/on Festival Guide, Website
- Sponsorship of one, one-hour panel in Galloway venue (EXCLUDES GALLOWAY SANCTUARY)
 (4) badges to special events
- NAME listed in/on Festival Guide, Website
- Sponsorship of one, one-hour panel in Capitol venue (EXCLUDES C-SPAN / OLD SUPREME COURT)
 (2) badges to special events
 NAME listed in/on Festival Guide, Website

fX☑

WE SPEAK BOOK TO OVER 25,000 SOCIAL MEDIA FOLLOWERS

2024 FUNDER PLEDGE

For those wishing to support the Mississippi Book Festival's celebration of reading, writing, and storytelling on September 14, 2024

Please respond by April 1, 2024 to be included in certain campaign materials.

Funder Information			
FUNDER NAME (AS IT WILL APPEAR IN PROMOTIC	ON)		
CONTACT PERSON / TITLE (IF DIFFERENT)			
AAAHING ADDDESS			
MAILING ADDRESS			
CITY / STATE / ZIP			
PHONE #	MOBILE #		
E-MAIL		WEBSITE	
Funder Levels (SELECT ONE)			
☐ WELTY \$25,000 ☐ WALKER \$10	0,000		
☐ PERCY \$15,000 ☐ FAULKNER \$	5,000 MORRIS \$1,500		
Contribution Informati	ion		
CHECK ENCLOSED/MADE PAYABLE TO MISSISSIPPI BOOK FESTIVAL FUND	☐ VISA CARD	☐ MASTER CARD	☐ AMEX CARD
CARD NUMBER		EXP. DATE	
NAME ON CARD		SEC. CODE	
BILLING ADDRESS			
CITY / STATE / ZIP			
DATE FOR FUNDS TRANSFER TO FESTIVAL			
SIGNATURE		DATE	

Mail this pledge form with your contribution or funds transfer plan to:

MISSISSIPPI BOOK FESTIVAL FUND

COMMUNITY FOUNDATION FOR MISSISSIPPI, 119 PRESIDENT STREET, JACKSON, MS 39201

THE MISSISSIPPI BOOK FESTIVAL IS A NONPROFIT, TAX-EXEMPT CHARITABLE ORGANIZATION. DONATIONS ARE TAX-DEDUCTIBLE AS ALLOWED BY LAW.