

FUNDER INVITATION 2021

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 become welcoming 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.

SHOWCASING MISSSISSIPPI'S BEST

With a focus on authenticity, the annual festival has distinguished itself as a visceral and uniquely Mississippi experience with statewide, prefestival activities and year-round podcast offerings. While the one-day event draws thousands of people into downtown Jackson, hundreds more are engaged in advance through schools, libraries and independent book stores. Everyone is invited to bask in stories, enjoy lively exchanges, hobnob with celebrated authors, greet new favorites and buy books by the tote-load. Join us in toasting not only Mississippi's great cultural heritage of writers and storytellers, but also in spotlighting those who will take that legacy far into the future.







9,300 PEOPLE attended the 5th anniversary festival

100s of VOLUNTEERS involved each year





10,000 podcast downloads in 2020

170 AUTHORS **47** PANELS

at the 2019 festival







5 years of live C-SPAN coverage

5,600 FREE BOOKS given to school students in 2019



sold by booksellers in 2018



A Literary Lawn Party enjoyed by all

MARKING CULTURAL MILESTONES

YEAR ONE

Mississippi's first statewide book festival launched on the Capitol steps with best-selling author John Grisham and the Jackson State University "Sonic Boom of the South" marching band.

3,750 PEOPLE ATTENDED

100+ AUTHORS ON 22 PANELS Including John Grisham, Greg Iles, Kiese Laymon, Ellen Gilchrist, Curtis Wilke *The literary lawn party was born!* 2015

2016

2017

YEAR FOUR

In addition to a lively festival, we launched our *Write On, Mississippi!* podcast, in partnership with MS Public Broadcasting. We also set a milestone of 10,000 Facebook followers and unveiled the first two Mississippi Writers Trail markers.

7,600 PEOPLE ATTENDED

160+ AUTHORS ON 42 PANELS Including Jesmyn Ward, Rick Bragg, Salman Rushdie, Charles Frazier

Visit Jackson Award!

YEAR FIVE

With Community Foundation for Mississippi as our 5th anniversary funder, attendance rocketed to new heights. Including satellite events across the state, we reached a total of 15,200 in 72 hours.

9,300 PEOPLE ATTENDED 170+ AUTHORS ON 47 PANELS Including Justice Sonia Sotomayor, Ann Patchett, Dav Pilkey, Natasha Tretewey

72 hours of statewide satellite events!

YEAR SIX

2018

019

Virtual 2020, a first! We celebrated the written word through a variety of online experiences that included one-on-one interviews, group conversations and our first Reader Features with community guests from across the state.

2,500 ONLINE SESSIONS

27+ AUTHORS ON 28 PANELS Including Ron Rash, Wayétu Moore, Michael Farris Smith, Nick Stone Write On, Mississippi! 10,000 download milestone!

YEAR TWO

More authors, activities and venues spiked attendance. Youngsters celebrated Curious George's 75th birthday and children's lit favorites, while adults basked in the glow of renowned authors.

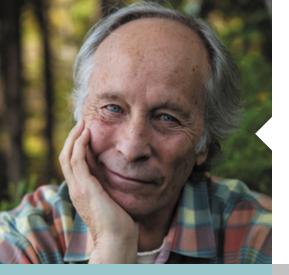
6,200 PEOPLE ATTENDED 130+ AUTHORS ON 32 PANELS Including Jon Meacham, Jesmyn Ward, Harrison Scott Key, Julia Reed, Kate DiCamillo *Clarion Ledger Best Festival of 2016!*

YEAR THREE

Librarian of Congress Dr. Carla Hayden inspired young and old. Pulitzer Prize-winning, native son Richard Ford brought everything home. Angie Thomas ruled the day with Young Adult literature, while Mark Bowden laid out sobering facts.

> **6,400** PEOPLE ATTENDED 150+ AUTHORS ON 45 PANELS Including Richard Grant, W. Ralph Eubanks, Vivian Howard, Beth Ann Fennelly *Mississippi's Literary Map unveiled!*

2020



"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 PULITZER PRIZE WINNER, JACKSON NATIVE, OFFICIAL PANELIST



"Even more so than meeting other authors, the enthusiastic reception of the audience was my favorite experience. Book people rule!" JANET DEWART BELL AUTHOR, NEW YORK, 2018 OFFICIAL PANELIST



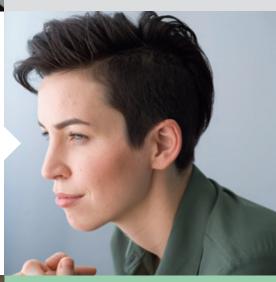


"... it's no surprise that the Mississippi Book Festival is the greatest place for writers and readers to be. The festival presents today's best books with passion, generosity, and consideration, creating programs that welcome everyone."

JULIA PHILLIPS

LONGLIST NATIONAL BOOK AWARD WINNER, NEW YORK, 2019 OFFICIAL PANELIST "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



"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

AUTHOR, LOUISIANA, 2019 OFFICIAL PANELIST



"Tm so excited to be a part of this community-wide celebration of books... grateful for the people in Mississippi who are doing good everyday by getting books into the hands of readers...."

DAV PILKEY CHILDREN'S AUTHOR & ILLUSTRATOR, PACIFIC NORTHWEST, 2019 OFFICIAL PANELIST

WELCOMING YOU TO THE PARTY

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 ACCES TO SPECIAL EVENTS & HOSPITALITY LOUNGE		NAMED PANEL SPONSOF AT VENUES	ł	NAME OR LOG(ON FESTIVA GUIDE	L	NAME OR LOGC IN ADS \$250,000 LACEMENT PL		NAMING RIGHTS FOR VENUE OR SPECIAL EVENT
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<i>Walker</i> \$10,000	6 BADGES	LOGO		NAME		1 TENT	V*** NAME	NAME	1 VENUE
<i>Faulkner</i> \$5,000	4 BADGES	NAME	/** PANEL						
<i>Wright</i> \$2,500	2 BADGES		/ * PANEL						
<i>Morris</i> \$1,500	2 BADGES	NAME							

WALKER LEVEL FUNDER NAMES APPEAR IN FULL PAGE ADVERTISING ONLY FAULKNER LEVEL FUNDERS MAY HAVE ONE NAMED PANEL AT OUR LARGEST VENUE WRIGHT LEVEL FUNDERS MAY HAVE ONE NAMED PANEL

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

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