



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 MISSISSIPPI'S BEST

With a focus on authenticity, the annual festival has distinguished itself as a visceral and uniquely Mississippi experience with statewide, pre-festival 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



**170**  
AUTHORS  
**47**  
PANELS  
at the 2019 festival



10,000 podcast downloads  
in 2020



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!*

### 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!*

### 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 Trethewey

*72 hours of statewide satellite events!*

### YEAR SIX

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!*





*"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



*"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



*"... 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



*"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



*"I'm 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 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			
FUNDER LEVELS		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			
Welty \$25,000	✓ 8 BADGES	✓ LOGO	✓ LOGO	✓ LOGO	✓ 1 TENT	✓ LOGO	✓ LOGO	✓ 1 VENUE OR EVENT
Walker \$10,000	✓ 6 BADGES	✓ LOGO	✓ NAME	✓ NAME	✓ 1 TENT	✓*** NAME	✓ NAME	✓ 1 VENUE
Faulkner \$5,000	✓ 4 BADGES	✓ NAME	✓** PANEL	✓ NAME				
Wright \$2,500	✓ 2 BADGES	✓ NAME	✓* PANEL	✓ NAME				
Morris \$1,500	✓ 2 BADGES	✓ NAME		✓ 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](mailto:holly@msbookfestival.com) or 601.906.8698.