



Decatur Book Festival

2007 Sponsorship Opportunities



Keynote address, Agnes Scott College, September 1, 2006

DBF Statistics

The Inaugural Atlanta Journal-Constitution
Decatur Book Festival At a Glance...



Mayor Shirley Franklin



U.S. Senator Max Cleland

- 50,000 attendees
- 61,154 web visitors on decaturbokfestival.com
- 125 world-class authors
- 15 musical acts
- 9 culinary celebrities
- 175,000 programs distributed
- 150 media hits
- \$145,000 in print, radio, and outdoor advertising
- 1,000 keynote address attendees
- 3 Pulitzer Prize winners
- 1 Caldecott winner
- 150 exhibitors
- 22 sponsors
- 10 stages
- 3 days of literature, music, food, and fun!

DBF PR Statistics

- More than 150 major media hits, reaching 26.5 million people, at an advertising value of more than \$582,000.



- 30 authors interviewed or featured in print, radio, TV, and online.
- Major coverage by FOX 5, WXIA, UPN, WSB 750, WGST 640, Dave FM, Star 94, 99X, The Atlanta Journal-Constitution, Creative Loafing, The Sunday Paper, The Gwinnett Daily Post, Atlanta Magazine, Jezebel Magazine, and Mundo Hispanico.

DBF Statistics

97%

97% of attendees said they would return the next year!

Survey Data

74% of attendees had an average household income of \$50,000 or more

74%

42% of attendees had an average household income of \$75,000 or more

42%

Sponsorship Levels

Platinum: \$50,000

As a Platinum sponsor, your organization will receive:

- Main sponsorship naming rights to the Festival (e.g. The Atlanta Journal-Constitution Decatur Book Festival, presented by “your organization’s name”)
- Naming rights to a main author/event stage
- Ten VIP tickets for members of your organization to exclusive “meet and greet” reception with renowned authors
- Twenty all-access VIP badges for Festival events, including author hospitality suite
- Key placement of your organization’s logo on \$100,000 worth of AJC print advertisements
- Key placement of your organization’s logo on all outdoor Festival promotional banners
- Key placement of your organization’s logo on all Festival merchandise (T-shirts, etc.)
- Key placement of your organization’s logo on all Festival promotional print collateral (Festival programs, direct mail, etc.)
- Key placement of your organization’s logo on main page of official Festival web site (www.decaturookfestival.com)
- Recognition of your organization as a sponsor in radio public service announcements



Sponsorship Levels

Gold: \$25,000

As a Gold sponsor, your organization will receive:

- Naming rights to a main author/event stage
- Four VIP tickets for members of your organization to exclusive “meet and greet” reception with renowned authors
- Ten all-access VIP badges for Festival events, including author hospitality suite
- Key placement of your organization’s logo on \$100,000 worth of AJC print advertisements
- Key placement of your organization’s logo on all outdoor Festival promotional banners
- Key placement of your organization’s logo on all Festival merchandise (T-shirts, etc.)
- Key placement of your organization’s logo on all Festival promotional print collateral (Festival programs, direct mail, etc.)
- Key placement of your organization’s logo on main page of official Festival web site (www.decaturookfestival.com)
- Recognition of your organization as a sponsor in radio public service announcements

Silver: \$10,000

As a silver sponsor, your organization will receive:

- Four all-access VIP badges for all Festival events, including author hospitality suite
- Placement of your organization’s logo on all outdoor Festival promotional banners
- Placement of your organization’s logo on all Festival merchandise (T-shirts, etc.)
- Placement of your organization’s logo in one AJC print advertisement
- Placement of your organization’s logo on all Festival promotional print collateral (Festival programs, direct mail, etc.)
- Placement of your organization’s logo on main page of official Festival web site (www.decaturookfestival.com)

Bronze: \$5,000

As a Bronze sponsor, your organization will receive:

- Two all-access VIP badges for all Festival events, including author hospitality suite
- Placement of your organization’s logo on all outdoor Festival promotional banners
- Placement of your organization’s logo on all Festival merchandise (T-shirts, etc.)
- Placement of your organization’s logo on main page of official Festival web site (www.decaturookfestival.com)

For more information go to: www.decaturookfestival.com

Sponsor Benefits

Case Study: Target, Inc.

In 2006, Target was a Gold-level sponsor and hosted the Target Children's stage



- **AJC ads**
Prominent placement in eight AJC ads, valued at \$125,000.
- **Display advertising**
Visibility on billboard, valued at \$5,000.



- **Special publications**
Prominent placement and multiple mentions in AJC special section distributed in the newspaper and at the Festival to 175,000 people.
- **Street banners**
Visibility on two prominent street banners.
- **Media coverage**
Exposure to 26.5 million people through media coverage.
- **Press releases**
Presence in dozens of press releases distributed to 150 media outlets.
- **Web site**
Prominent placement on web site homepage and sponsors page seen by 61,154 unique visitors.
- **Event signage/banners**
Visibility on signs and banners at the Festival.
- **T-shirts**
Presence on 1,000 T-shirts, 500 posters, and 10,000 postcards.

Literature, music, food, and fun



Roy Blount, Jr.

Michael Connelly
 Arianna Huffington
 Edward P. Jones
 Mike Luckovich
 Emily Saliers
 Ray Suarez
 Marvin Woods
 Melissa Fay Greene
 Chris Raschka
 Robert Olen Butler
 Ignacio Padilla

Jamie Allen
 Mary Kay Andrews
 Tina McElroy Ansa
 Julianna Baggott
 Nicholas Basbanes
 Terry Barr
 Hester Bass
 Jack Bass
 Jeanne Besser
 Mark Bixler
 Roy Blount, Jr.
 N.E. Bode
 David Bottoms
 Valerie Boyd
 Sonny Brewer
 Rebecca Burns
 Marshall Chapman
 Erskine Clarke
 Pearl Cleage
 Catherine Clinton

Stephen Corey
 Brian Jay Corrigan
 Shirley Corriher
 Elizabeth Cox
 Michael Curtis
 Carmen Agra Deedy
 Elizabeth Dewberry
 Elizabeth O. Dumas
 Carrie M. Dumas
 Nathalie Dupree
 John T. Edge
 John Egerton
 Cathleen Falsani
 Beth Ann Fennelly
 Marcie Cohen Ferris
 Ken Foksett
 Dorothea Benton Frank
 Tom Franklin
 David Fulmer
 Diana Gabaldon



Nathalie Dupree

Authors
 The AJC Decatur Book Festival hosted more than 125 bestselling and award-winning authors.

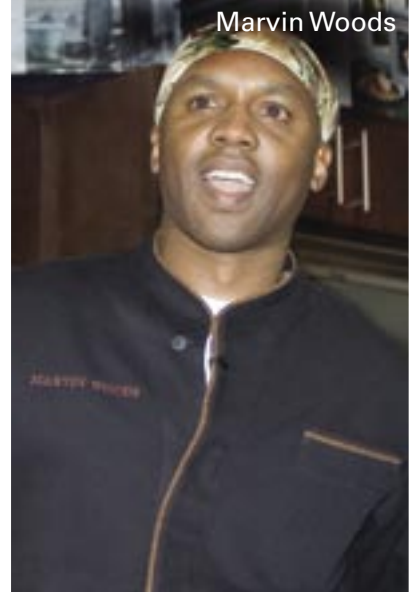


Melissa Fay Greene

Alan Gratz
 Cynthia Stevens Graubart
 Anthony Grooms
 Kelly Milner Halls
 Wesley Stace (John Wesley Harding)
 Paul Hemphill
 Patti Callahan Henry
 Paul Hudson
 Joshilyn Jackson
 Lawrence Jackson
 Timothy Johnson
 Tayari Jones
 River Jordan
 Terry Kay
 N.M. Kelby
 Tom Kimmel
 Deidre Knight
 Cliff Kuhn
 Rebecca Lang
 Elizabeth Lenhard

Mike Lester
 Thomas Lux
 Ron Martz
 Michael Montgomery
 Donald Moore
 Barbara Robinette Moss
 Lauren Myracle
 Victor Navasky
 Clyde Partin, Sr.
 Ellis Paul
 Scott Peacock
 John Pence
 Jack Pendarvis
 Susan Puckett
 Ron Rash
 Janisse Ray
 Jack Riggs
 Art Roche
 Mary Ann Rodman
 Don Saliers
 Ferrol Sams

Danny Schnitzlein
 Megan Sexton
 George Singleton
 Karin Slaughter
 Laurel Snyder
 Walter Sorrells
 Rick Spears
 Patricia Sprinkle
 Lisa Teasley
 Diane Thomas
 Julius Thompson
 Natasha Trethewey
 Lisa Tuttle
 Suzanne Van Atten
 Ryan Van Cleave
 John Warner
 David Fairbank White
 Deborah Wiles
 Virginia Willis
 Tommy Womack



Marvin Woods

The 2006 AJC Decatur Book Festival

Literature, music, food, and fun



Mike Luckovich

Book Readings and Panel Discussions

Ten Festival stages played host to world-class authors, including Pulitzer Prize winners Edward P. Jones, Robert Olen Butler, and Mike Luckovich.

Keynote Address

More than 1,000 people attended Arianna Huffington's keynote address at Agnes Scott College.



Arianna Huffington



Marshall Chapman

Live music and poetry

Nationally touring musicians, including Emily Saliers of the Indigo Girls, John Wesley Harding, and Marshall Chapman performed on the downtown Decatur bandstand.

The 2006 AJC Decatur Book Festival

Literature, music, food, and fun



Children's events and activities

A dedicated children's stage offered entertainment for the entire family, including a parade, a youth poetry slam, and live music.

Cooking demonstrations

Culinary celebrities such as Marvin Woods, Nathalie Dupree, and Scott Peacock served up their favorite dishes.



Scott Peacock of Watershed



Antiquarian book fair

More than 50 booksellers sold rare, collectible, and out-of-print books at the 15th Annual Atlanta Antiquarian Book Fair.

Literature, music, food, and fun



Writers workshop

The writers workshop offered an educational tour through the worlds of writing, editing, and publishing.

Food, beer, and wine

Event goers found no shortage of refreshments—from barbeque, to funnel cakes, to beer and wine.



Thomas Lux



Fireworks

Thousands celebrated the Festival's success with a Sunday night fireworks display.

What they said



Arianna Huffington

Keynote Speaker, 2006 AJC
Decatur Book Festival

“Participating in the inaugural AJC Decatur Book Festival was a wonderful experience. I have no doubt the event will enjoy great success and give pleasure to thousands of people for years to come.”

What they said



Michael Connelly speaks at the 2006 DBF

“I am lucky in that I have been to many, many book festivals in recent years. From Los Angeles to Chicago to Miami to Washington, D.C. and then some. This year I got to take part in the inaugural run of the Decatur Book Festival and I don't think I have ever been so impressed with a festival's organization, crowds and community enthusiasm. All for storytelling. All for books. Without a doubt, I'll be back!”

-Michael Connelly

Bestselling author of
Echo Park

Authors

What they said

The Atlanta Journal-Constitution

Arts & Books



“Is metro Atlanta ready to support an annual book festival? At long last, after a number of valiant efforts that fell short in years past, the answer appears to be yes. Michael Connelly, Diana Gabaldon, Edward P. Jones and about 150 other authors spoke to standing room only crowds at virtually every venue.”

-Teresa K. Weaver

Arts & Books Editor, Atlanta
Journal-Constitution

What they said

“Who would have thought appearing on Late Night with David Letterman on Friday Night would pale in comparison to what the rest of the weekend would bring!”



Tommy Womack
Author/musician

Authors



Dr. Catherine
Clinton
Civil War author/
historian

“Strike up the band for the Decatur Book Festival, where organizers delivered programs, authors, readers, relaxation, and reflection—and most of all a rainbow of participants and audiences.

This welcome atmosphere was both engaging and unusual for an author on the circuit—showcasing the diversity of those who love books, and those of us who write for multiple audiences—young and old, male and female, black and white, to name just a few.
Three cheers!”

What they said

Hank Klibanoff

Managing editor, Atlanta
Journal-Constitution

“I attended the AJC Decatur Book Festival and found myself overwhelmed, even overjoyed, by the large crowds, the excitement, and the goodwill I saw there.”

Attendees

“Usually book festivals are held in hotel rooms, dark, dingy affairs. This is unbelievable. This one’s out in the open, and designed for all ages, kids and adults. This is a very hard thing to do and you’ve done it very well. Looks like they’ve been doing it forever! Well done! Very well done! Congratulate them for me!”



2006 AJC DBF

Attendee

What they said

“Time and
money well
spent!”

Ginger B. Collins
VP, Atlanta Writers Club

Exhibitors and Local Businesses



Lili Shou
Owner of Noodle,
located on the
downtown Decatur
square

“The weekend of
the AJC Decatur
Book Festival
was the most
successful for
my restaurant
in the seven
years I’ve been
in Decatur.”



Decatur Book Festival



Labor Day Weekend

August 31-September 2, 2007