



DECATUR  
BOOK  
FESTIVAL

20TH ANNIVERSARY

October 3-4, 2025

# Sponsorship Opportunities

## CONTACT

Leslie Wingate, Executive Director  
[leslie@decaturbookfestival.com](mailto:leslie@decaturbookfestival.com)

## WEBSITE

[decaturbookfestival.com](http://decaturbookfestival.com)





# DBF: Two Decades Strong

2025 marks the 20th anniversary of the Decatur Book Festival (DBF). Since its debut in 2006, DBF has grown into one of the most beloved independent book festivals in the country, establishing itself as a vibrant celebration of arts, literature, and community.

Over the years, tens of thousands of attendees — book lovers of all kinds — have embraced the festival's innovative programming. While DBF evolves with each passing year, its core mission remains steadfast: to ignite creativity and ideas, celebrate authors who inspire, and foster an inclusive community.

After a brief pause in 2023, the festival made a triumphant return in 2024. The event drew over 10,000 attendees and

featured 136 authors and moderators, 38 author sessions, nearly 90 exhibitors, 26 sponsors, and 275 dedicated volunteers.

Our local Decatur bookshops — the heart and soul of our literary community — have been instrumental in our success. We are profoundly grateful for Brave and Kind Bookshop, Charis Books and More, Eagle Eye Books, and Little Shop of Stories, whose staff, expertise, and resources bring our shared vision to life.

As we celebrate two decades in the Decatur community, we're turning the page to an exciting new chapter, guided by thoughtful leadership and the enduring support of our partners, participants, and book-loving community.

# A Message from Leadership

## Required Reading: Why Your Support Matters

The remarkable success of our comeback in 2024 would not have been possible without the generosity of our two Literary Luminary Circle sponsors and countless other donors. Their unwavering support has brought us to this moment of pride and celebration. Now, we must build on this momentum to ensure the Decatur Book Festival remains a cherished tradition for generations to come.

As we prepare to honor the festival's 20th anniversary, our board of directors and dedicated staff are committed to elevating this beloved event to new heights. But achieving this vision requires more than passion and leadership—it demands your financial and in-kind contributions to sustain our upward trajectory.

The Decatur Book Festival offers sponsors unparalleled local, national, and global visibility for their brands. Partnering with us means joining a community that values literature, culture, and connection.

We would be delighted to meet with you to discuss sponsorship opportunities and explore how we can build a meaningful partnership together. Please don't hesitate to reach out and become part of our journey. Together, we can shape the future of the Decatur Book Festival.



**MATHWON HOWARD**

*President*

[mathwon@decaturbookfestival.com](mailto:mathwon@decaturbookfestival.com)



**LESLIE WINGATE**

*Executive Director*

[leslie@decaturbookfestival.com](mailto:leslie@decaturbookfestival.com)



# Literary Luminary Sponsorship

(\$100,000+)

- Naming rights for the most prominent DBF stage
- Logo prominently displayed on the DBF website, in the e-newsletter, on event banners, and the festival t-shirt
- Prominent sponsor tent at the festival for direct engagement with attendees
- Invitation to the private donor & author welcome party for 4-6 guests
- Access to the hospitality lounge for 4-6 guests
- Reserved seating for 4-6 guests for all author events
- Premier reserved seating for 4-6 guests for Keynote and Kidnote event
- Decatur Book Festival swag bag
- 6-8 social media campaign mentions
- Inclusion in press releases
- Green room access for an intimate meet-and-greet with the Kidnote and Keynote authors or author of your choice
- Signed book by an author of your choice
- Sponsor recognition at all author sessions
- 2 reserved parking spaces throughout the full festival





# Literary Champion Sponsorship

(\$50,000+)

- Naming rights for DBF stage
- Logo prominently displayed on the DBF website, in the e-newsletter, on sponsor banners, and the festival t-shirt
- Prominent sponsor tent at the festival for direct engagement with attendees
- Invitation to the private donor & author welcome party for 2-4 guests
- Access to the hospitality lounge for 2-4 guests
- Reserved seating for 2-4 guests for all author events
- Premier reserved seating for 2-4 guests for Keynote and Kidnote event
- Decatur Book Festival swag bag
- 4-6 social media campaign mentions
- Sponsor recognition at all author sessions
- 1 reserved parking space throughout the full festival



# Literary Pioneer Sponsorship

(\$25,000+)

- Logo prominently displayed on the DBF website, in the e-newsletter, on sponsor banners, and the festival t-shirt
- Sponsor tent at the festival for direct engagement with attendees
- Invitation to the private donor & author welcome party for 2-3 guests
- Access to the hospitality lounge for 2-3 guests
- Reserved seating for 2-3 guests for all author events
- Premier reserved seating for 2-3 guests for Keynote and Kidnote event
- Decatur Book Festival swag bag
- 1-2 social media campaign mentions



# Festival Patron Sponsorship

(\$10,000+)

- Logo displayed on the DBF website, in the e-newsletter, on sponsor banners, and on the festival t-shirt
- Sponsor tent at the festival for direct engagement with attendees
- Invitation to the private donor & author welcome party for 2 guests
- Access to the hospitality lounge for 2 guests
- Reserved seating for 2 guests for Keynote and Kidnote event
- Decatur Book Festival swag bag
- 1-2 social media campaign mentions



## Festival Friend Sponsorship (\$5,000+)

- Logo displayed on the DBF website, in the e-newsletter, on sponsor banners, and on the festival t-shirt
- Sponsor tent at the festival for direct engagement with attendees
- Invitation to the private donor & author welcome party for 2 guests
- Access to the hospitality lounge for 2 guests
- Reserved seating for 2 guests for Keynote and Kidnote event
- Decatur Book Festival swag bag
- 1 social media campaign mention

## Festival Supporter Sponsorship (\$2,500+)

- Logo displayed on the DBF website, in the e-newsletter, on sponsor banners, and the festival t-shirt
- Sponsor tent at the festival for direct engagement with attendees
- Invitation to the private donor & author welcome party for 2 guests
- Access to the hospitality lounge for 2 guests
- Reserved seating for 2 guests for Keynote and Kidnote event
- Decatur Book Festival swag bag























# Author Session Sponsorship (\$1,500)

- Sponsor will be assigned an author session as their exclusive sponsorship
- Logo displayed on the assigned author session description page on our website
- Sponsor logo featured on session signage and announced by the stage captain before the author session
- Decatur Book Festival swag bag

# Sponsorship Opportunities

BENEFIT	LITERARY LUMINARY	LITERARY CHAMPION	LITERARY PIONEER	FESTIVAL PATRON	FESTIVAL FRIEND	FESTIVAL SUPPORTER
	\$100,000+	\$50,000+	\$25,000+	\$10,000+	\$5,000+	\$2,500+
Naming rights of DBF stage	Most prominent stage					
Sponsor logo on DBF website, e-newsletter, sponsor banners, and festival t-shirt						
Sponsor tent						
Invitation to private donor and author welcome party	4-6 guests	2-4 guests	2-3 guests	2 guests	2 guests	2 guests
Access to hospitality lounge	4-6 guests	2-4 guests	2-3 guests	2 guests	2 guests	2 guests
Reserved seating for all author events	4-6 guests	2-4 guests	2-3 guests			
Reserved seating for Keynote and Kidnote event	Premier seating for 4-6 guests	Premier seating for 2-4 guests	Premier seating for 2-3 guests	2 guests	2 guests	2 guests
DBF swag bag						
Social media campaign mentions	6-8	4-6	1-2	1-2	1	
Inclusion in press releases						
Green room access for meet-and-greet with Kidnote and Keynote authors						
Signed book by author						
Sponsor recognition at author sessions						
Reserved parking spaces at festival	2 spaces	1 space				

# 2024 By the Numbers



**10K +** Attendees



**26** Sponsors



**136** Authors & Moderators



**38** Sessions



**90** Exhibitors



**275** Volunteers



**43K+** Total Social  
Media Followers



**11K+** Email  
Subscribers



**39K+** Website Visitors



# 2024 Author Highlights



Joyce Carol Oates



Stacey Abrams



Michael L. Thurmond



Natasha Tretheway



Tea Obreht



Rita Mae Brown



Todd Richards



Sunaura Taylor



Kimberly Brock



Andrew Joseph White

# Media Coverage Highlights

The Atlanta  
Journal-Constitution



RoughDraft  
atlanta



AXIOS

WABE

ARTS ATL



WorldAtlas



Emory  
News Center



Atlanta  
MAGAZINE

*These esteemed publications and platforms have recognized the value and impact of our organization, showcasing our efforts and events to their audiences. We continue to engage with media partners to share our mission and achievements, further solidifying our presence within the community.*

“

We were proud to play a part in helping reboot the iconic Decatur Book Festival in 2024. Our partnership was a great fit with our target audience, and the feedback we received from readers and other sponsors was overwhelmingly positive. We look forward to continuing the partnership for years to come.

— Keith Pepper, Publisher, Rough Draft Atlanta

# Thank You to Our Past Sponsors!



“

The City of Decatur is proud to support the Decatur Book Festival, a cherished event that celebrates literature, creativity, and community. We are committed to fostering a vibrant cultural landscape and are excited to be part of this enriching experience that brings together readers, authors, and enthusiasts alike.

— Andrea Arnold, City Manager, City of Decatur, Georgia





**I am unable to consider a life, culture, or society without books to read, explore, and consider. Books and the information and stories they contain are the mark of a civilized society. We need what's inside books. Without books and all they contain, we perish. The Joe Barry Carroll Family Foundation sponsors The Decatur Book Festival because it does the necessary work of building a civilized society by connecting books, and the people who write them, with the people who love and need them.**

**— Joe Barry Carroll, Joe Barry Carroll Family Foundation, Literary Luminary Circle sponsor**