

Sponsor Agreement

In addition to the benefits offered during the Tucson Festival of Books, sponsors will be invited to Friend of the Festival programs

• Prologue to the 2017 Festival – Sunday, November 20, 2016 (invitation to follow) • Hot Off the Press Book Launch – Saturday, March 11, 2017, at 8:30am (invitation to follow)

SPONSORSHIP PACKAGE CUSTOMIZATION:

- Packages may be customized for focused visibility in one of many areas that are underwritten through sponsorships (examples include: Children / Teen Area, Family Activities, Science City, Food Courts, Entertainment Stages, Literary Circus, Book Signings, Volunteers, Parking and Friends of the Festival)
- In addition, we will work with you to customize terms for non-standard sponsorships with benefits commensurate with the pre-defined giving levels
- All customization must be done at the time the sponsorship package is negotiated

COMMITMENTS & PAYMENTS:

- Commitments made by November 1, 2016 are guaranteed all benefits identified in the sponsor benefits chart on the reverse side of this page
- Multi-year commitments are welcome with payment due annually. 3-year commitments (2017, 2018 & 2019) guarantee benefits at 2017 prices; changes to levels and / or benefits may occur in 2018
- Payments may be made by check and are requested by December 31, 2016

ARIZONA DAILY STAR FESTIVAL GUIDE

- Advertising art is required by January 31, 2017
- The Festival guide is distributed the Sunday prior to the event and in limited quantities during Festival weekend at locations across campus
- Electronic copy (including ads) will be available on Festival website Monday prior to event through March 31, 2017
- Specifications for the full-color ads are as follows:
 - Dependent upon sponsor level selected (see reverse)
 - Full page (9.889" wide / 10" deep)
 - Half page (9.889" wide / 5" deep)
 - Quarter page (4.889" wide / 5" deep)
 - Created file to correct and exact size ordered (non-bleed)
 - Set file color mode to CMYK (not RGB)
 - Adjusted "image resolution" to 200dpi
 - Flattened file/unchecked "layers" when generating the PDF
 - Unchecked all proof and crop marks when Generating the PDF
 - Set PDF export setting to standard PDF/X-1a:2001 (not modified)
 - **Email artwork by January 31, 2017**, to DDurham@Tucson.com. com (cc: Sponsorships@TucsonFestivalofBooks.org)

Technical questions? Contact Darrell Durham (DDurham@Tucson.com or at 520.573.4412). Should your organization be interested in purchasing additional advertising space, please contact Tim O'Connor (toconnor@tucson.com or at 520.573.4324)

SPONSOR PACKETS & EXHIBITOR BOOTHS:

- Sponsor packets will be delivered two weeks prior to Festival (packets include badges / parking passes and Festival information)
- Exhibitor booth assignments will be made in December and booth numbers identified on the website
- Booth load-in is accessible for sponsors on Friday, March 10; more information will be provided with sponsor materials and via email

To secure a sponsorship or to learn more, please contact:

Marcy Euler

Executive Director, Tucson Festival of Books, 1209 E University, Room 104, Tucson Arizona 85721-0019

Marcy@TucsonFestivalofBooks.org (Mon. - Fri., 9am - 4pm)