

Why Invest in the Festival of Books?

The Tucson Festival of Books helps make Tucson a better community

We are focused on providing Tucson youth a brighter tomorrow. An estimated twenty-five percent of Festival attendees are age 18 and under.

OUR FESTIVAL PROGRAMMING ELEVATES LITERACY & EDUCATION:

- Extensive schools outreach in the weeks leading up to the Festival, including author visits, which encourage students and families from all walks of life to participate in the Festival
- Field trips which enable 1,000 students from Title I schools to attend the Festival (in 2016, Citi funded the bus scholarship program; 4,000 student participants in five years)
- Contests in which hundreds of young authors and artists learn about and hone their literary skills
- Over 48,000 free books given to children since 2009
- Science City – the single-largest event in the state of Arizona promoting Science, Technology, Engineering, and Math (STEM) – has something for everyone ... not just kids!

WE SUPPORT YEAR-ROUND LITERACY PROGRAMS IN TUCSON:

- Funds raised beyond those needed to produce the Festival are given to local literacy programs
- In the first eight years of the Festival, over \$1.4M has been donated to literacy organizations in Southern Arizona
- Non-profit programs supported include Literacy Connects, Reading Seed and University of Arizona Literacy Outreach Programs
- Administrative costs average less than 5% annually

WE HAVE HAD A TREMENDOUS ECONOMIC IMPACT:

- Estimated \$3.5M - \$4.5M in economic impact to the Tucson community annually

The Tucson Festival of Books has unprecedented reach

In eight years, the Tucson Festival of Books has experienced exponential growth. From a crowd of 50,000 in 2009 to crowds of over 135,000 in 2016, the Festival has become a destination event for best-selling authors, Southern Arizona residents and tourists from across the state and nation.

EXPOSURE AT THE FESTIVAL:

- Over 135,000 attendees in 2016 (nearly 860,000 in eight years)
- 2,000+ volunteers (200 year-round; 1,800 event weekend; 700 volunteers in Science City)
- 400+ authors, many of whom travel to Tucson from throughout the United States
- 100 Southern Arizona-based authors
- 85 sponsors – including local and regional businesses, foundations and individuals – support Festival programming through cash and in-kind donations
- More than 275 exhibitors and food vendors purchase booth space; 50 sponsors exhibit during weekend

SOCIAL MEDIA REACH (8% to 10% increase in most categories):

- Over 740,000 TucsonFestivalofBooks.org page views
- 150,000+ mobile app downloads (*Android, Apple & Kindle platforms*)
- Currently more than 20,000 electronic newsletter subscribers
- Over 12,000 Facebook friends - www.facebook.com/tucsonfestivalofbooks
- 7,500 followers on Twitter - www.twitter.com/tfob
- Countless references to the Festival in blog posts and website links

Media Exposure

Special Thanks to Dark Horse Media for coordinating media relationships in 2016.

TELEVISION COVERAGE:

- Arizona Public Media
- Cox Communications
- CSPAN / BookTV
- KGUN/Scripps
- KMSB
- KOLD
- KVOA
- Telemundo
- Univision

PRINT PUBLICATIONS:

- Arizona Daily Star
- Arizona Daily Wildcat
- Arizona Sci-Tech Festival
- Bear Essential News for Kids
- Green Valley News
- Madden Media
- The Nation
- University of Arizona Visitors Guide

ON-LINE PROMOTIONS:

- Arizona Daily Star
- UA BookStores
- University of Arizona External Relations
- Visit Tucson

RADIO PROMOTIONS:

- Arizona Lotus
KCMT
KFMA
KLPX
- Cumulus
KXZR
- Good News Communications
KVOI
KCEE
KGMS
KLOVE
- iHeartMedia (formerly Clear Channel)
KMIY
KNST
KOHT
KRQQ
KXEW
KYWD
- NPR
- KAMP Student Radio
- KXCI
- Scripps
KMZ
104.1 The Truth
163.3 The Groove
ESPN 1490

Every attempt has been made to identify those groups who support the Festival through media exposure.
Our apologies to any organization that was left off this list.