

# Sponsor Agreement

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

## SPONSORSHIP PACKAGE CUSTOMIZATION:

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- Packages may be customized for focused visibility in one of many areas that are underwritten through sponsorships (examples include: Teen Area, Family Activities, Science City, Food Courts, Entertainment Stages, Literary Circus, Book Signing Areas, Volunteers 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 customized packages must be done at the time the sponsorship package is negotiated

## COMMITMENTS & PAYMENTS:

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- Commitments made by December 1, 2023, 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. Three-year commitments (2024, 2025 & 2026) guarantee benefits at 2024 prices; changes to levels and/or benefits may occur for 2025.
- Payments may be made by check and are requested by December 31, 2023.

## ARIZONA DAILY STAR FESTIVAL GUIDE

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- Advertising art is required by January 31, 2024
- 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, 2024
- 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)
  - File should be exact ad dimensions with no bleed
  - Set file color mode to CMYK (not RGB)
  - 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, 2024 to:**  
Sponsorships@TucsonFestivalofBooks.org and  
ExecutiveDirector@TucsonFestivalofBooks.org

Technical questions? Contact Meghan Reinold (MReinold@TucsonFestivalofBooks.org). Should your organization be interested in purchasing additional advertising space, please contact Sandy Drewry (sdrewry@tucson.com or at 520.461.8575).

## SPONSOR PACKETS & EXHIBITOR BOOTHS:

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- Sponsor packets will be delivered prior to festival (packets include badges, parking passes and festival information)
- Exhibitor booth assignments will be made by the end of January 2024, and booth numbers identified on the website in February
- Booth load-in is accessible for sponsors on the Friday prior to the festival; more information will be provided via email

**To secure a sponsorship or to learn more, please contact:**  
Executive Director, Tucson Festival of Books, PO Box 42466, Tucson Arizona 85733  
**Sponsorships@TucsonFestivalofBooks.org**

