Sponsor Benefits

Prices effective at levels below for sponsors choosing to make a three-year commitment (2019, 2020 & 2021). Benefit changes may go into effect in 2020.

	Presenting Sponsor	Major Sponsor	Key Sponsor	Signature Sponsor	Contributing Sponsor	Supporting Sponsor	Book Club Sponsor*	Participating Sponsor	Author Sponsor
Contribution Level	**$100,000**	**$35,000**	**$25,000**	**$15,000**	**$10,000**	**$5,000**		**$3,500**	**$1,000**
Sponsor Badges offer priority access to: • Parking garage • Ticketed sessions • Saturday happy hour	50 badges	35 badges	25 badges	15 badges	10 badges	6 badges		4 badges	2 badges
Friday Evening Event	20 guests	10 guests	10 guests	**Choose 2:** 10 guests **OR**	**Choose 2:** 10 guests **OR**	**Choose 2:** 10 guests **OR**		**Choose 1:** 10 guests **OR**	Right of first refusal to purchase two tickets to dinner (as available)
Arizona Daily Star Guide (165,000 distribution)	2 full pages color	1 full page color	1 full page color	1 half page color **OR**	1 half page color **OR**	1 quarter page color **OR**		1 quarter page color **OR**	
Exhibitor Booth (maximum size - to be negotiated at time of sponsor commitment)	40 x 60	20 x 40	20 x 20	20 x 10	10 x 10	10 x 10		10 x 10	
Company Exposure:									
• TFoB Website – home page	√	√	√						
• TFoB Website – sponsor page	√	√	√	√	√	√		√	√
• TFoB Website – exhibitor list	√	√	√	√	√	√		√	
• Festival Signage – all venues	√								
• Festival Signage – sponsored area	√	√	√						
• Festival Signage – in venue	√	√	√	√	√	√		√	
• Mention at assigned venue & / or session	√	√	√	√	√	√		√	√
• Social Media – TFoB e-newsletter mentions	√	√	√	√	√	√		√	
• Social Media – TFoB facebook posts	√	√	√	√	√	√		√	
• Social Media – TFoB Twitter feed	√	√	√	√	√	√		√	
• Mobile apps links	√	√	√	√	√	√		√	
• Print Advertisements	Logo	Logo	Logo	As space allows	As space allows				
• TV / Radio Promotions	Logo / Mention	Logo / Mention	Logo / Mention	If time allows	If time allows				

Additional Information	• Book club sponsorships include 10 badges and guests at the Friday Evening Event, but do not include an ad or exhibitor booth.* • All cash sponsors are considered Friends of the Festival • Long-term contributions/planned gifts are gladly accepted; please contact the Executive Director for additional information • Multi-year agreements are welcome; contributions at levels other than above may be negotiated • Commitments made by November 1, 2018, are guaranteed all benefits identified above; payment requested by December 31, 2018 • Sponsor badges will be delivered prior to festival
In-Kind Contributions	• Above benefits apply strictly to cash contributions • Donations in-kind for hotels, airlines, media, print promotional materials or other services rendered will be valued at 100% of retail value • Festival recognition for in-kind donations negotiated at time of sponsor commitment *(benefits exclude seats at the Friday Evening Event)*