

2024 Sponsor Benefits



Prices effective at levels below for sponsors choosing to make a three-year commitment (2024, 2025 & 2026). Benefit changes may go into effect for 2025.

	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	\$5,500	\$3,850	\$1,100
Sponsor Badges offer priority access to: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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 • TFoB e-newsletter mentions (circ. 39,000) • Social Media – Facebook/Instagram posts • Social Media – TFoB Twitter feed • Mobile apps links • Print Advertisements • TV / Radio Promotions 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Logo Logo / Mention 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Logo Logo / Mention 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Logo Logo / Mention 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ As space allows If time allows As space allows If time allows 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 	<ul style="list-style-type: none"> ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ 		
Additional Information	<ul style="list-style-type: none"> • We anticipate being in person in 2024. However, should the dinner be presented as an online event, food will be provided for pick up. • *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. • Commitments made by December 1, 2023, are guaranteed all benefits identified above; payment requested by December 31, 2023. • Sponsor badges will be delivered prior to festival. 							
In-Kind Contributions	<ul style="list-style-type: none"> • Above benefits apply strictly to cash contributions, benefits are nontransferable for in-kind. • 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 (<i>benefits exclude the Friday Evening Event</i>). 							