The Tucson Festival of Books helps make Tucson a better community

We are focused on providing Tucson youth a brighter tomorrow. An estimated 25 percent of Festival attendees are age 18 and under.

OUR FESTIVAL PROGRAMMING ELEVATES LITERACY & EDUCATION:

- Extensive school 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 that enable 1,000 students from Title I schools to attend the festival.
- Contests in which hundreds of young authors and artists learn about and hone their literary skills
- More than 70,000 free books given to children since 2009
- Science City – the single-largest event in the state of Arizona promoting Science, Technology, Engineering, Arts / Agriculture and Math (STEAM) – 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
- To-date more than $2M 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 15% annually

WE HAVE HAD A TREMENDOUS ECONOMIC IMPACT:

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

EXPOSURE AT THE FESTIVAL:

- An estimated 140,000 attendees in 2019 (more than one-million in 11 years)
- 2,000+ volunteers (200 year-round; 1,800 event weekend; 700 volunteers in Science City)
- Hundreds of authors, many of whom travel to Tucson from throughout the United States and internationally
- 100+ Arizona-based authors
- More than 200 generous sponsors – including local and regional businesses, foundations and individuals – support festival programming through cash and in-kind donations
- More than 100 exhibitors and food vendors purchase booth space; 30 sponsors exhibit during weekend

SOCIAL MEDIA REACH:

- More than 1.2M TucsonFestivalofBooks.org site visits
- 170,000+ mobile app downloads (Android, Apple & Kindle platforms)
- Currently more than 35,000 electronic newsletter subscribers
- Over 1.6M impressions on Facebook - www.facebook.com/tucsonfestivalofbooks
- Nearly 200,000 impressions on Twitter - www.twitter.com/tfob
- Countless references to the festival in blog posts and website links

**Why Invest in the Festival of Books?**

In nine years, the Tucson Festival of Books has experienced exponential growth. From a crowd of 50,000 in 2009 to crowds of an estimated 140,000 in 2019, the festival has become a destination event for best-selling authors, Southern Arizona residents and tourists from across the state and nation.
**Media Exposure**

Special Thanks to Dark Horse Media for coordinating media relationships.

### TELEVISION COVERAGE:
- Arizona Public Media
- CSPAN / BookTV
- KGUN/Scripps
- KMSB
- KOLD
- KVOA

### RADIO PROMOTIONS:
- Arizona Lotus
- Bustos Media
- Cumulus
- iHeartMedia
- KAMP Student Radio
- KXCI
- NPR/Arizona Public Media

### PRINT PUBLICATIONS:
- Arizona Daily Star
- Arizona Daily Wildcat
- Arizona Sci-Tech Festival
- Bear Essential News for Kids
- Green Valley News
- University of Arizona Visitors Guide

### ON-LINE PROMOTIONS:
- Arizona Daily Star
- The Daily Wildcat
- UA BookStores
- University of Arizona External Relations
- Visit Tucson

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