

# 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 25 percent of Festival attendees are age 18 and under.

### OUR FESTIVAL PROGRAMMING ELEVATES LITERACY & EDUCATION:

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- 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 that enable 1,000 students from Title I schools to attend the Festival (in 2018, Citi funded the bus scholarship program; 5,000 student participants in seven years)
- Contests in which hundreds of young authors and artists learn about and hone their literary skills
- More than 60,000 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:

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- Funds raised beyond those needed to produce the Festival are given to local literacy programs
- In the first nine years of the Festival, more than \$1.6M 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:

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

### EXPOSURE AT THE FESTIVAL:

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- An estimated 140,000 attendees in 2018 (more than one-million in ten 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 Arizona-based authors
- More than 170 generous 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):

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- More than 1.2M TucsonFestivalofBooks.org site visits
- 170,000+ mobile app downloads (*Android, Apple & Kindle platforms*)
- Currently more than 20,000 electronic newsletter subscribers
- Over 1.6M impressions on Facebook - [www.facebook.com/tucsonfestivalofbooks](http://www.facebook.com/tucsonfestivalofbooks)
- Nearly 200,000 impressions on Twitter - [www.twitter.com/tfob](http://www.twitter.com/tfob)
- Countless references to the festival in blog posts and website links

## The Tucson Festival of Books has unprecedented reach

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 2018, 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 in 2017.

## TELEVISION COVERAGE:

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

## PRINT PUBLICATIONS:

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

## ON-LINE PROMOTIONS:

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

## RADIO PROMOTIONS:

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- Arizona Lotus  
KCMT  
KFMA  
KLPX
- Cumulus  
KXZR
- Good News Communications  
KVOI  
KCEE  
KGMS  
KLOVE
- iHeartMedia  
KMIY  
KNST  
KOHT  
KRQQ  
KXEW  
KYWD
- KAMP Student Radio
- KXCI
- NPR
- 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 left off this list.