

Sponsor Agreement

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

- Prologue to the 2020 Festival – Sunday, November 24, 2019 (watch your email for information)
- Hot Off the Press Book Launch – (watch your email for information)

SPONSORSHIP PACKAGE CUSTOMIZATION:

- 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 customization must be done at the time the sponsorship package is negotiated

COMMITMENTS & PAYMENTS:

- Commitments made by November 15, 2019, 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 (2020, 2021 & 2022) guarantee benefits at 2020 prices; changes to levels and / or benefits may occur in 2021
- Payments may be made by check and are requested by December 31, 2019

ARIZONA DAILY STAR FESTIVAL GUIDE

- Advertising art is required by January 31, 2020
- 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, 2020
- 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)
 - Created file to correct and exact size ordered (non-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, 2020**, Sponsorships@TucsonFestivalofBooks.org and ExecutiveDirector@TucsonFestivalofBooks.org

Technical questions? Contact Helen Bernard (HBernard@TucsonFestivalofBooks.org). Should your organization be interested in purchasing additional advertising space, please contact Tim O'Connor (toconnor@tucson.com or at 520.573.4324).

SPONSOR PACKETS & EXHIBITOR BOOTHS:

- 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 in January, 2020 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