Tucson Festival of Books™

2026

SPONSORSHIP OPPORTUNITIES

SUPPORT THE TUCSON FESTIVAL OF BOOKS

Offered free-of-charge, the festival exists to improve literacy rates among children and adults. Proceeds that remain after festival expenses have been paid are contributed to local literacy programs.

More than $2.36 million has been raised for local literacy organizations including Reading Seed, Make Way for Books and University of Arizona Literacy Outreach Programs.

JOIN US IN 2026!

March 14-15, 2026

University of Arizona Campus

2025 FESTIVAL OVERVIEW

130,000
FESTIVAL ATTENDEES

323
PRESENTING AUTHORS

116
INDIE AUTHORS

1,616
FRIENDS OF THE FESTIVAL

124
AUTHOR PATRON SOCIETY

88
SPONSORS

1,445
ACTIVE VOLUNTEERS

237
EXHIBITORS

86
ENTERTAINMENT ACTS

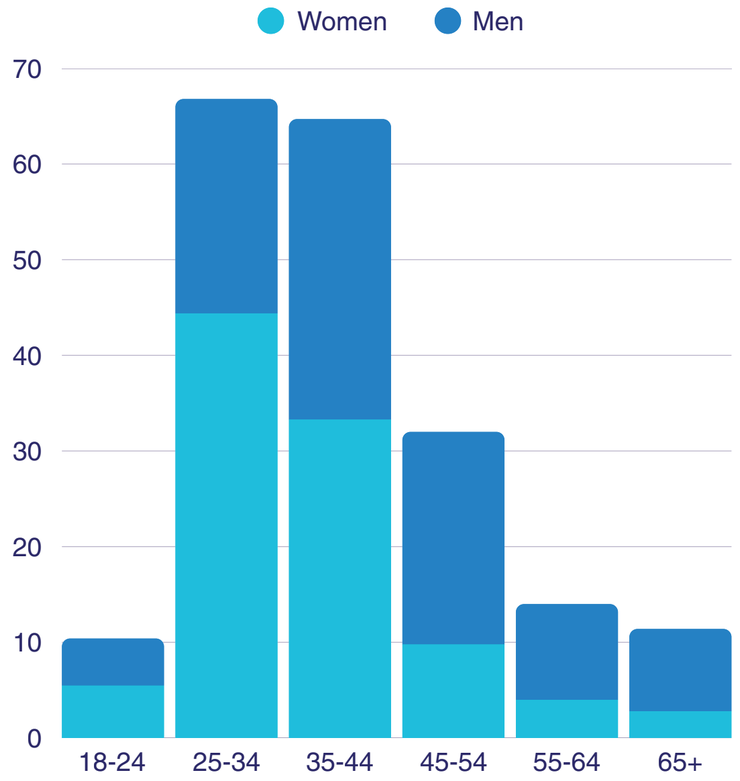
15,000+
BOOKS

$150,000
DONATED TO LOCAL LITERACY PARTNERS

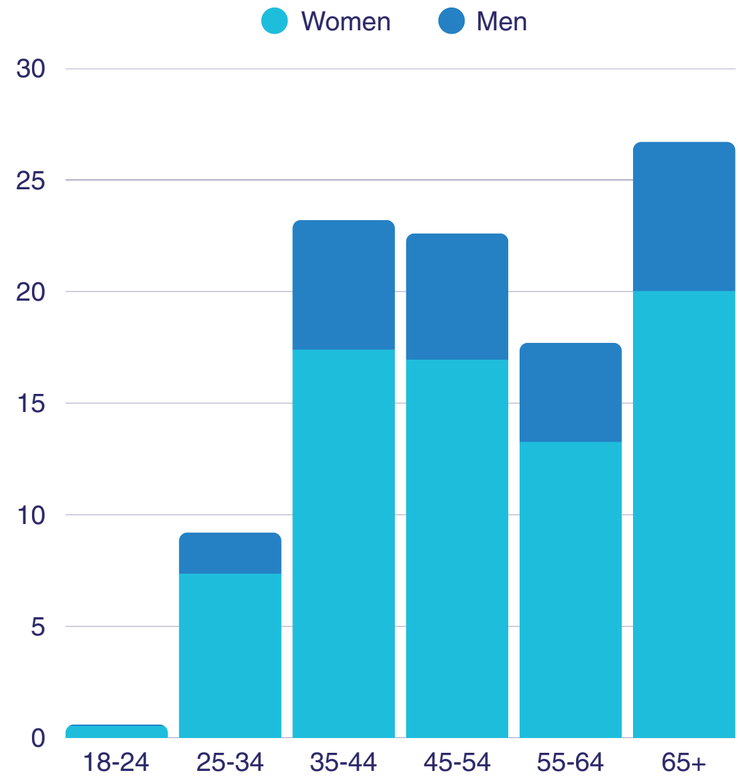
OUR REACH:

Social Media Stats: May 31 through August 28, 2025

22.9K FOLLOWERS



21.9K FOLLOWERS



AVERAGE AGE AND GENDER OF RECENT FOLLOWERS FROM DATA GATHERED 5/31 - 8/28*

OUR REACH:

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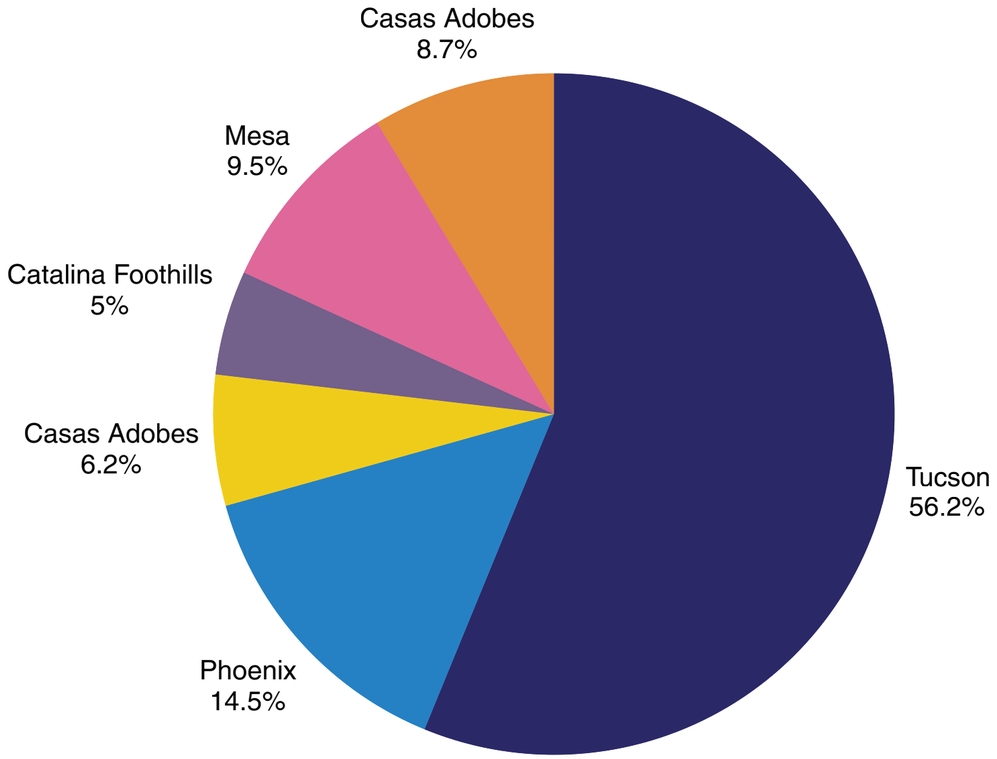

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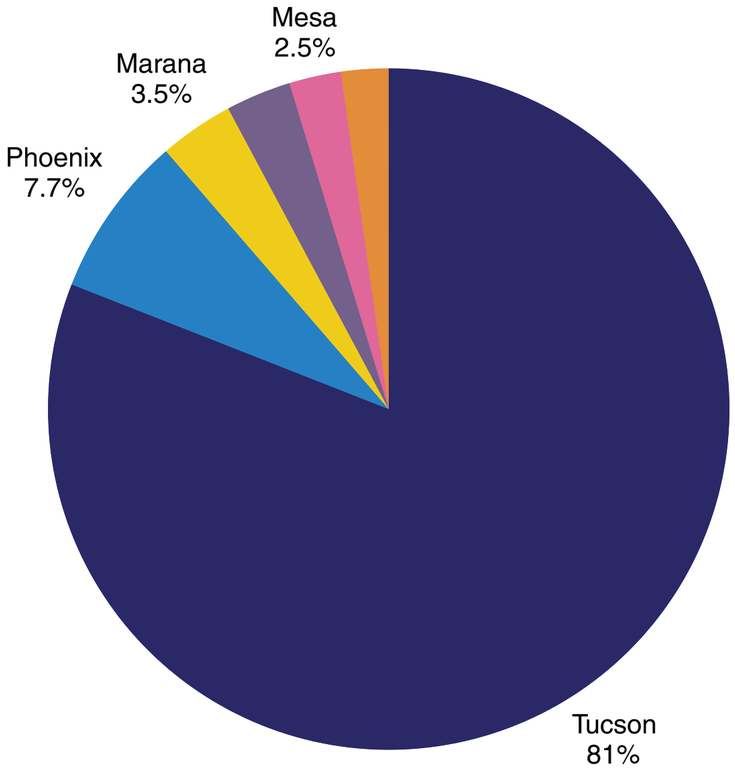

LOCATION OF RECENT FOLLOWERS FROM DATA GATHERED 5/31 - 8/28*

SUPPORT OPPORTUNITIES

Corporate /Foundation Sponsorships (Starting at $3,850)

Donate (All Gifts Welcome)

Book-related Exhibitors (starting at $700)

SPONSORSHIP BENEFITS

Engage the community and build brand awareness

Connect your organization to the cause of literacy at one of Tucson's most beloved and vibrant annual events! We'd love to create the perfect sponsor program to align with your brand.

- **Enhance brand awareness and build goodwill through**
  - **Signage in a festival venue**
  - **Logo placement in our festival guide published by the Arizona Daily Star (circulation 365,000) and dedicated newsletter (circulation 23,000+)**
  - **Sponsor listing on our website, our proprietary app and on all our social media platforms**
  - **Option for exclusive naming/signage opportunities**

- **Engage with attendees, volunteers and community leaders**
  - **Exhibitor booth provides direct interaction with diverse and enthusiastic attendees (100,000+)**
- **Socialize with Tucson's civic and business leaders at our Friday night Author's Table Dinner**
- **Opportunities to support our 1500 volunteers**

AVAILABLE 2026 FESTIVAL SPONSOR PACKAGES

Thank You to our 2026 Festival Presenting Sponsor: TMC Health

	Premiere Sponsor	Major Sponsor	Key Sponsor	Signature Sponsor	Contributing Sponsor	Supporting Sponsor	Participating Sponsor
	$40,000 - $75,000	**$35,000**	**$25,000**	**$15,000**	**$10,000**	**$5,500**	**$3,850**
Priority Seating to ticketed festival author sessions	**40** Badges	**30** Badges	**20** Badges	**14** Badges	**10** Badges	**6** Badges	**4** Badges
On-site Festival Parking at designated location on UA Campus	**20** parking passes	**15** parking passes	**10** parking passes	**7** parking passes	**5** parking passes	**3** parking passes	**2** parking passes
				Select 2 of 3	**Select 2 of 3**	**Select 1 of 3**	**Select 1 of 3**
Author's Table Dinner Friday March 13, 2026 *UA Grand Ballroom*	**10** Guests	**10** Guests	**10** Guests	☐ **10** Guests	☐ **10** Guests	☐ **10** Guests	☐ *Not available at this level*
TFOB Festival Guide Published by the Arizona Daily Star *Total reach over 335,000*	**1** Full Page Color	**1** Full Page Color	½ Page Color	☐ ½ Page Color	☐ ½ Page Color	☐ ¼ Page Color	☐ ¼ Page Color
Festival Exhibitor Booth	**20x40**	**20x40**	**20x20**	☐ **20x10**	☐ **10x10**	☐ **10x10**	☐ **10x10**
Major Area Sponsor Name Placement (Science City, Children's Area, Volunteers, Hospitality - *please inquire about specifics)*	●	●					
Logo placement on festival signage	●	●	●				
Logo placement on 2026 marketing materials, website app, and e-newsletters.	●	●	●	●			
Inclusion in festival event advertisements	●	●	●	●			
Festival event social media posts	●	●	●	●			
Festival in-venue event signage as assigned by festival coordinators	●	●	●	●	●	●	
Named on festival's website sponsor list, festival guide sponsor pages, and exhibitor list. Hospitality during event.	●	●	●	●	●	●	●

AND MORE

Entertain clients and reward employees. Mix and mingle with Tucson leaders and renowned authors.

- **Sponsor badges provide VIP access to sessions featuring nationally recognized and award-winning authors, journalists and moderators**
- **Special events: mingle with other donors at our sneak peek event and during the festival weekend**
- **Connect employees to a group volunteer experience**

EXHIBITORS

Exhibitors sell and promote books and bookish products or to promote literacy programs

- **If you meet the criteria as a book-related business or literacy organization you may join us as an Exhibitor**
- **Exhibitors do not receive the recognition our sponsors do, but they are valued members of the festival community recognized in our Exhibitor directory in the print guide and digital formats.**
- **Your participation as an Exhibitor keeps our festival fun and engaging, with something for everyone!**
- **Apply by November 24, 2025.**

DONATE

Your donation brings authors to Tucson. Your warm Tucson welcome that keeps them coming back every year.

- **Donations of any amount appreciated.**
- **Give $1100 or more to be recognized in our program as the patron of an Author Session. Receive 2 festival badges as our thanks to you.**
- **Donate $3,850 or more to host an author and 10 of your guests at our Author's Table Dinner on Friday, March 13. You will receive badges according to your giving level as well as recognition in the dinner program and our author session schedule.**
- **Inquire for more information about your preferred donation amount and method of giving.**

EXPLORE ADDITIONAL OPPORTUNITIES THAT ALIGN WITH YOUR CORPORATE GOALS

Let us tailor a sponsorship to your specific needs through exclusive branding and engagement opportunities *

- **Naming rights for additional high traffic venues:**
  - **Volunteer check-in**
  - **Entertainment**
  - **Author Hospitality**

- **Underwrite a major area of the festival aligned with your interest**
  - **Science City**
    - **The Science of You (Biology)**
    - **The Science of Nature**
    - **The Science of Everyday Life**
    - **Science of Tomorrow**
  - **Associated Festival Activities**
    - **Writer's Workshop**
    - **Literary Awards**
    - **Creative Arts Teen Summit (CATS) Friday**
    - **Children's Parade**

***Signature Sponsorship Levels and Higher**

THANK YOU FOR YOUR CONSIDERATION!

Contact Us:

Abra McAndrew - Executive Director
amcandrew@tucsonfestivalofbooks.org

Lauren Hagan & Lynn Snyder - Co-Chairs, Sponsorship
sponsorships@tucsonfestivalofbooks.org

Find Us On Social Media:

@tucsonfestivalofbooks