



Prices effective at levels below for sponsors choosing to make a three-year commitment (2020, 2021 & 2022). Benefit changes may go into effect in 2021.

Sponsor Benefits

	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	\$5,000	\$3,500	\$1,000		
Sponsor Badges offer priority access to: <ul style="list-style-type: none"> • Parking garage • Ticketed sessions • Saturday happy hour 	50 badges/ premier online access	35 badges/ premier online access	25 badges/ premier online access	15 badges/ premier online access	10 badges/ premier online access	6 badges/ premier online access	4 badges/ premier online access	2 badges/ premier online access		
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)	Featured Online Exhibitor	Featured Online Exhibitor	Featured Online Exhibitor	Featured Online Exhibitor	Featured Online Exhibitor	Featured Online Exhibitor	Featured Online Exhibitor			
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 • Social Media – TFoB e-newsletter mentions • Social Media – TFoB facebook posts • Social Media – TFoB Twitter feed • Mobile apps links • Print Advertisements • TV / Radio Promotions 	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Logo Logo / Mention	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Logo Logo / Mention	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ Logo Logo / Mention	✓ ✓ ✓ ✓ ✓ ✓ ✓ As space allows If time allows	✓ ✓ ✓ ✓ ✓ ✓ ✓ As space allows If time allows	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓ ✓ ✓	✓	
Additional Information	<ul style="list-style-type: none"> * Presented as an online event, event materials will be provided as a delivery to your home and/or your guest's homes. • 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, 2020, are guaranteed all benefits identified above; payment requested by December 31, 2020 • 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>) 									