

Tucson Festival of Books™

SPONSORSHIP OPPORTUNITIES

WHAT WE DO

The Tucson Festival of Books is a premier, free-to-attend, family-friendly celebration of literature. We support, elevate and amplify literacy while helping fund local literacy programs.

More than $2.75 million of proceeds have been donated since 2009 to community organizations including Literacy Connects, Make Way for Books and University of Arizona Campus Store Literacy Outreach Programs.

Tucson Festival of Books is a registered 501(c)(3) nonprofit



HOW WE DO IT

- Offer a free, community-wide celebration of literacy and hands-on STEM education
- Produce a full program of literary presentations across all genres, featuring authors from National Book Award winners and nominees to first-time, self-published writers
- Feature hundreds of local and national exhibitors with literacy-focused activities, where attendees can meet authors, purchase books and learn about local nonprofits
- Curate programming to appeal to a broad cross-section of the Tucson community, including youth and families

We engage volunteers as leaders and pull together financial support from local sponsors and donors in order to keep this festival free to the community, showing our collective support for literacy in Southern Arizona.



CORPORATE SPONSORSHIP

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 our festival venues
- Logo placement in our printed festival guide insert (Arizona Daily Star circulation 365,000) and dedicated newsletter (circulation 23,000+)
- Sponsor listing on website, our proprietary app and all our social media platforms
- Option for exclusive naming/signage during festival weekend

Interact with authors and moderators

- Friday dinner with author guest provides an opportunity to entertain clients or reward employees
- Your guests enter first for the best seats in sessions featuring nationally recognized and award-winning authors, journalists and moderators
- Special sessions for donors during the Festival weekend



AVAILABLE 2027 FESTIVAL SPONSOR PACKAGES

Thank You to our 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 12, 2027 *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 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.	●	●	●	●	●	●	●

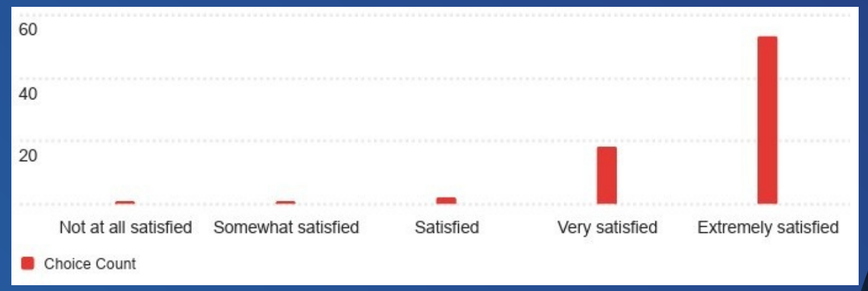
CORPORATE SPONSORSHIP

Invest confidently in building your association with a well organized and highly regarded community event:

- Voted Best Local Festival/Event (2025 Daily Star Reader's Choice Awards)
- Received Net Promotor Score (NPS) of 100 from other sponsors and donors



How likely are you to recommend Tucson Festival of Books to a friend or colleague?



O*verall how satisfied are you with your experience?*

Every sponsor has unique goals and we'll tailor a package that helps you meet yours. Potential opportunities include*:

- Venue naming rights
- Signature Festival experiences
- Community and education initiatives
- Author and Sponsor Hospitality
- Custom brand activations

Additional cost tbd depending on opportunity*



CORPORATE SPONSORSHIP

Engage with attendees, volunteers and community leaders

- Exhibitor booth provides direct interaction with diverse and enthusiastic attendees (100,000+)
- Opportunities to support our 1400+ volunteers

Offer employees a worthwhile volunteer opportunity

- **F**oster team building and giving back to our community
- Volunteer before or after festival weekend, as well as during
- Group and individual volunteer options available



FESTIVAL AT A GLANCE

100,000+
FESTIVAL ATTENDEES





300+
PRESENTING AUTHORS

100+
INDIE AUTHORS



1,500+
FRIENDS OF THE FESTIVAL

150+
AUTHOR PATRON SOCIETY



50+
SPONSORS



230
EXHIBITORS



80
ENTERTAINMENT ACTS

15,000+
BOOKS

$250,000
DONATED TO LOCAL LITERACY PARTNERS IN 2026



1,400
ACTIVE VOLUNTEERS

SCIENCE CITY OVERVIEW

Science City
Tucson Festival of Books

70
PARTICIPANTS

5
THEMED NEIGHBORHOODS

THE SCIENCE OF EVERYDAY LIFE

WEATHER PATTERNS, WEARABLE TECHNOLOGY, SOLAR ENERGY

SCIENCE OF ART

SOUND WAVES,COLOR WAVES, PERSPECTIVES, MATH

SCIENCE OF NATURAL WORLD

DESERT ADAPTED PLANTS AND ANIMALS, MINERALS

60-100
NON-PROFIT AND UNIVERSITY-BASED STEM RELATED ORGANIZATIONS

SCIENCE OF TOMORROW

SPACE EXPLORATION,TECH INNOVATION,QUANTUM MECHANICS

SCIENCE OF YOU

BIOMEDICAL ADVANCES, PSYCHOLOGY HUMAN ADAPTATION

FESTIVAL ATTENDEE INSIGHTS

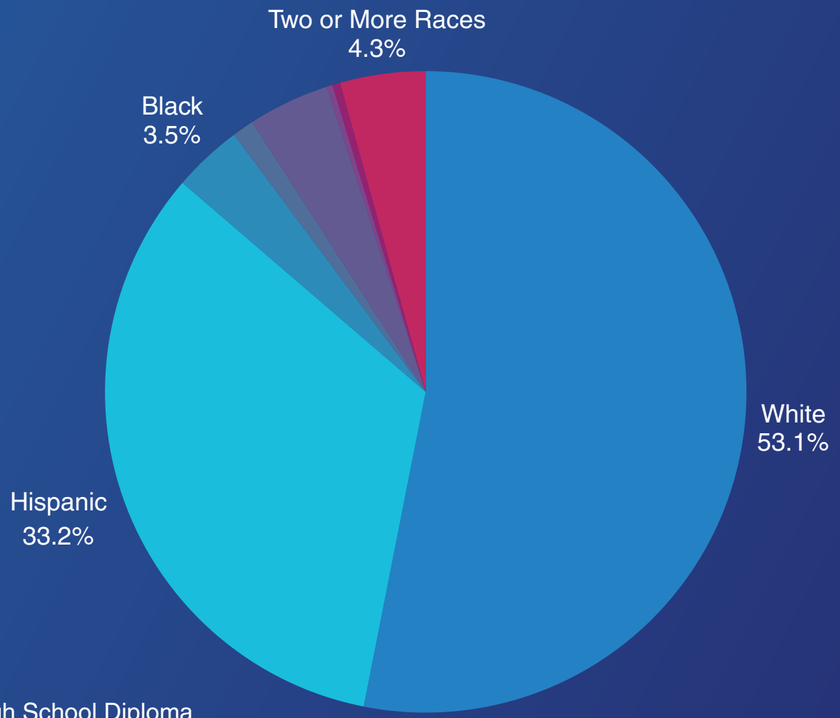
2.5 HOURS
average time spent at the festival

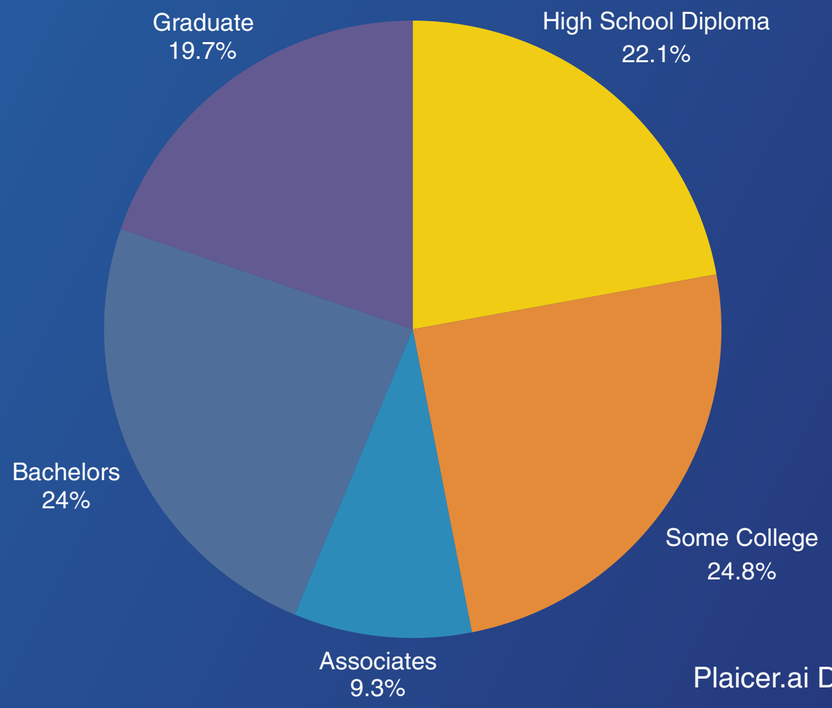
1 in 5
attendees visited for the 3rd year (18.6%)

$82k Annual
average household income

19%
speak Spanish at home

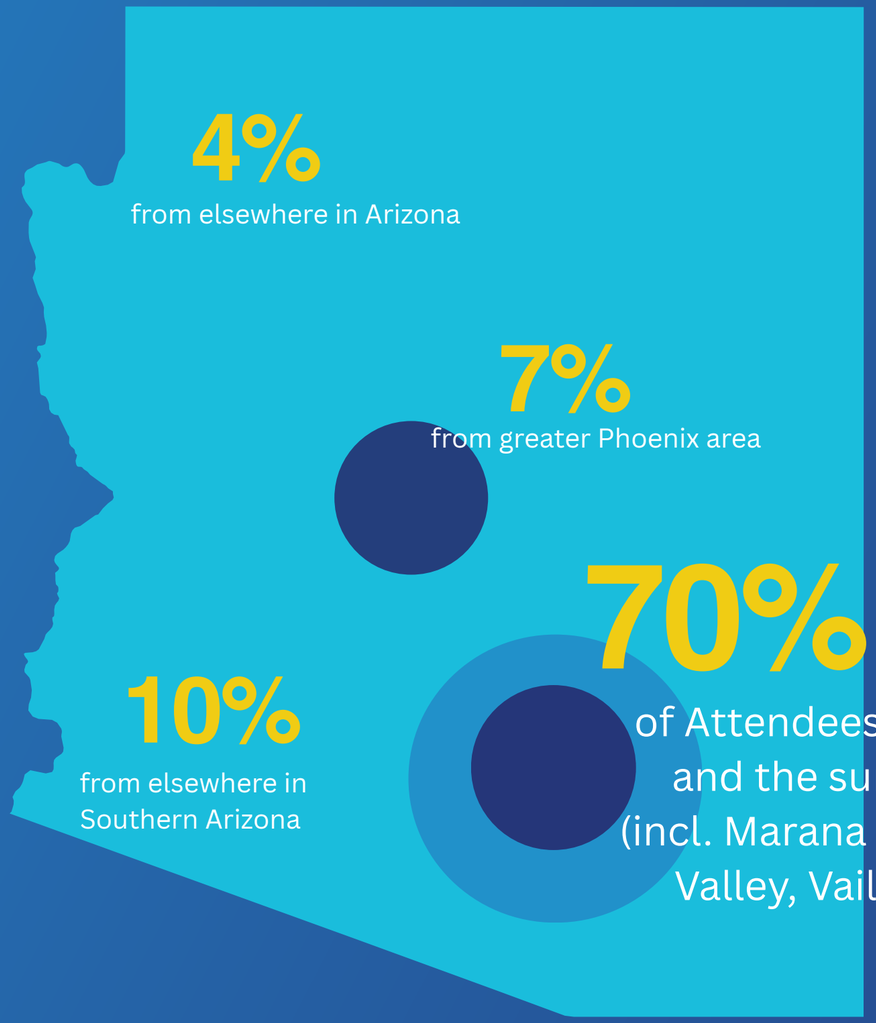
20%
households with children





Plaicer.ai Data provided by Visit Tucson for 2025 festival

OUR REACH

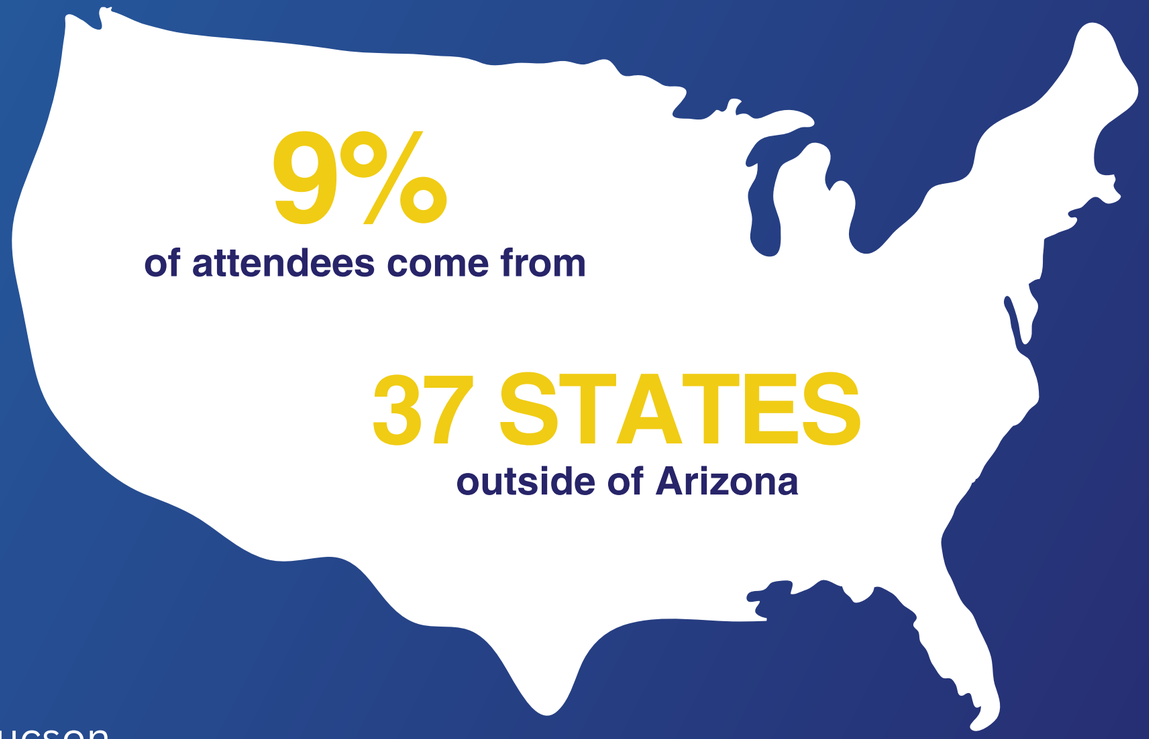


4%
from elsewhere in Arizona

7%
from greater Phoenix area

70%
of Attendees are from Tucson and the surrounding area (incl. Marana Oro Valley, Green Valley, Vail and Sahuarita

10%
from elsewhere in Southern Arizona



9%
of attendees come from

37 STATES
outside of Arizona

THANK YOU FOR YOUR CONSIDERATION!

Contact Us:

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Lauren Hagan & Lynn Snyder - Co-Chairs, Sponsorship Committee

Sponsorships@tucsonfestivalofbooks.org

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@tucsonfestivalofbooks

READERS' CHOICE 2025 WINNER Arizona Daily Star

TUCSON FESTIVAL OF BOOKS

BEST LOCAL EVENT/FESTIVAL