

# YOU CAN MAKE THIS FREE FESTIVAL HAPPEN.

**SPONSORSHIP OPPORTUNITIES**



**ANNAPOLIS  
BOOK  
FESTIVAL**  
— AT KEY SCHOOL —

**SATURDAY  
APRIL 9, 2022  
10AM-5PM**

534 Hillsmere Drive • Annapolis, MD • [keyschool.org/annapolisbookfestival](http://keyschool.org/annapolisbookfestival)

## ANNAPOLIS LOVES TO READ...

**WE INVITE YOU TO BECOME AN IMPORTANT PART OF THE LARGEST LITERARY CELEBRATION IN ANNAPOLIS.**

Now in its nineteenth year, the Annapolis Book Festival is an interactive, multi-generational event that has something for book lovers of all ages. This free community event attracts nationally renowned authors who spend the day discussing their books and the craft of writing.

Younger readers and visitors will find a full day of family programming that is both entertaining and educational.

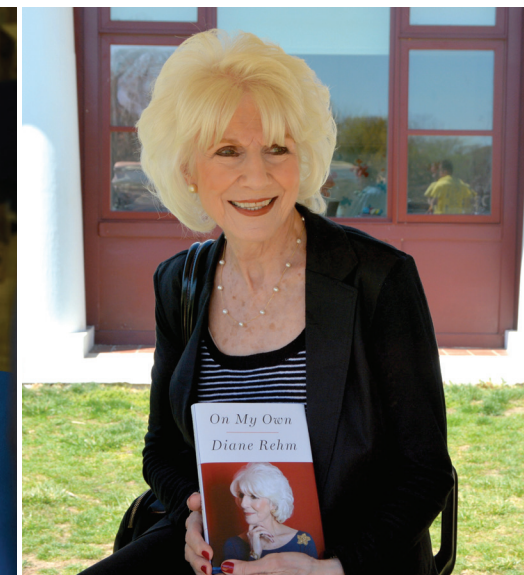
This free community event is only possible with the support of generous sponsors like you.

A sampling of authors who have previously participated at the Festival:

- Jake Tapper
- DIANE REHM
- Michael Hayden
- April Ryan
- Alberto Gonzales
- Kate DiCamillo
- JASON REYNOLDS
- WES MOORE
- ANN PATCHETT
- AUSTIN CHANNING BROWN
- Alice McDermott
- Ibram X.Kendi
- Michael Isikoff
- THOMAS DOLBY
- Jeffery Deaver
- EVAN THOMAS
- Laura Lippman
- D. Watkins
- DANIEL PINK
- Sharyl Attkisson
- & MORE...**



**INTERESTED IN BECOMING A SPONSOR?**  
Contact Trish Gallant in the Key School Advancement Office at 443.321.7820 or [tgallant@keyschool.org](mailto:tgallant@keyschool.org).





Multiple venues across 15-acres on Key's Hillsmere campus, four miles from downtown Annapolis



Nationally known authors in panels, discussions and book signings

Over **3,000** people from across the region attend

# “A CELEBRATION OF THE WRITTEN WORD.”



Family activities and entertainment are offered all day, and include magic shows, a tech village, face painting, scavenger hunts, live music, animal acts, puppet shows, and tea parties



Huge used book sale



Amazing themed raffles



Food trucks and concessions

## SPONSOR THE ANNAPOLIS BOOK FESTIVAL

		TITLE SPONSOR	BOOKER SPONSOR	PULITZER SPONSOR	NOBEL SPONSOR	NEWBERY SPONSOR	CALDECOTT SPONSOR	FRIEND OF THE FESTIVAL
Cost		\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$100
Name or logo displayed during anticipated C-SPAN BookTV coverage	PREMIUM SPOT	✓	✓	✓	✓			
Name or logo and link on the Festival website	PREMIUM SPOT	✓	✓	✓	✓	✓		
Name or logo on Festival poster		✓						
Name or logo on Festival t-shirts	PREMIUM SPOT	✓	✓	✓	✓		COMPLIMENTARY FESTIVAL T-SHIRT	
Advertisement in printed Festival programs	BACK COVER FULL-PAGE		THREE-QUARTERS PAGE	HALF-PAGE	QUARTER-PAGE	EIGHTH-PAGE	NAME ONLY	NAME ONLY
Recognition in Annapolis Book Festival publicity		✓	✓	✓				
Sponsorship of Activity Building and Katharine Hall		✓						
Tickets to the Authors' Reception		10	8	6	4	2	2	
Display of company brochures at Festival		✓	✓	✓	✓	✓		
Promotion through Festival and Key School social media outlets		✓	✓	✓	✓			



Business and individual sponsors underwrite much of what we are proud to say has been a free Annapolis community event for nineteen years. Your support enables our team of volunteers to maintain the high caliber of authors, speakers and entertainment that have become the hallmark of the Festival.

As a sponsor, you will benefit from a multi-month marketing campaign and an anticipated live broadcast by C-SPAN BookTV, which is re-aired many times throughout the year, giving you and your business significant local, regional and national attention. All sponsorship opportunities are tax-deductible and designed to provide maximum visibility.

[keyschool.org/festivalsponsors](https://keyschool.org/festivalsponsors)