



SOUTH TEXAS ☆ BOOK FESTIVAL

SPONSORSHIP OPPORTUNITIES



2024





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Dear Friend,

We are delighted to present this opportunity for you to join us in supporting one of the most celebrated literary events in the region. The South Texas Book Festival (STBF) is a vibrant celebration of culture, literacy, and imagination, bringing together authors, readers, and enthusiasts from across South Texas and beyond.

Since the beginning, STBF has been committed to promoting literacy, fostering a love for reading, and celebrating the rich diversity of voices in literature. As we prepare for our upcoming festival, we invite you to partner with us and become a sponsor of this event, which has twice received the prestigious Grand Pinnacle Award from the International Festival & Events Association. Your support will not only help us continue to provide enriching literary experiences but also make a meaningful impact on our community by promoting education, creativity, and cultural exchange.

We have a range of sponsorship opportunities, including monetary and in-kind donations, tailored to suit organizations of all sizes and interests. Whether you are a local business looking to increase your visibility, a corporate entity seeking to demonstrate your commitment to literacy and the arts, or an individual passionate about supporting the literary community, we'll collaborate with you to create a customized package that aligns with your business objectives.

We thank you for considering sponsorship of the 2024 STBF and look forward to the opportunity to collaborate with you in making this year's event a resounding success. Together, we can celebrate the power of storytelling, inspire lifelong learning, and ignite imaginations across South Texas and beyond.

Best Regards,

Kate P. Horan, MLS
Library Director





Mission

STBF is a celebration of culture and imagination by linking readers of all ages with authors, performers, and publishers and fulfilling the mission of McAllen Public Library (MPL) as a place where people and ideas meet and connect.

Brief History

McAllen Book Festival was established in 2014 with thousands of attendees from all over South Texas & beyond. Combining literacy promotion, regional & national authors, and entertainment for all ages in a festive atmosphere, McAllen Public Library (MPL) promotes a lifelong habit of reading for pleasure and fun.

In August 2018, we re-branded our annual book festival and now have a new name, logo, and broader appeal. McAllen Book Festival (MBF) is now South Texas Book Festival (STBF). Although we intend to stay local as STBF, we want to welcome the community beyond McAllen and expand our target demographic. Families from South Texas attend our festival, and the name change more accurately describes our expanded reach. A new logo came along with the excitement of the name change.

This Year's Festival

STBF is an international award-winning event dedicated to celebrating the power of storytelling and the joy of literature. From Tuesday, October 29th to Saturday, November 2nd, the Festival transforms MPL into a hub of literary excitement.

This year's festival theme, "*Celebrate Vida!*" honors the rich tapestry of life and stories that make up our community. From compelling author panels and book signings to interactive workshops and family-friendly activities, STBF offers a dynamic program that celebrates the beauty of diversity and the magic of storytelling.

So mark your calendars for the 11th annual STBF. Let's come together to celebrate the joy of reading and the power of literature to enrich our lives and ignite our imaginations.

Award Winning Event

STBF has garnered numerous accolades, including the esteemed Grand Pinnacle Award from the International Festival & Events Association in both 2022 and 2023, as well as the Best in Texas Award from the Texas Festival & Events Association during the same years. Additionally, our achievements have been recognized with honors such as the Best Social Media Campaign from the Texas Association of Fairs & Events and the Best in Show Award from the Texas Library Association, among many others.



Why Sponsor?



- Connect with a dedicated, loyal, and valuable consumer demographic.
- Support and enrich South Texas's vibrant cultural community and overall quality of life.
- Associate your brand with a renowned and esteemed festival recognized globally.
- Engage your target audience through diverse marketing and promotional channels.
- Contribute to a Festival that is accessible and free for all attendees.
- Take advantage of the Festival's robust and innovative marketing strategies for maximum brand exposure.



A Celebration of Culture & Imagination!

Countdown to STBF

Monday, October 21st - Sunday, October 28th

Countdown to STBF is a unique series of events leading up to the Festival. In 2024, the theme will be Pet Week, featuring special guests and friends of Marty the Cat, MPL's beloved mascot.

An Evening of Poetry

**Tuesday, October 29th
6:00-8:00PM**

STBF will kick off on Tuesday evening with a literary event for adults featuring celebrated poets from South Texas.

Trick-or-Treat Trail

**Thursday, October 31st
5:00-7:00PM**

The community is invited to come by McAllen Public Library in costume and Trick-or-Treat throughout our entire facility! It'll be a safe, friendly and fun Halloween Night. Last year, we had over 5,000 participants participating, and we can't wait to make this year even more memorable!

Author Dinner (Private Event)

Friday, November 1st

STBF authors and illustrators will be honored guests at a private dinner event, marking the start of the Festival weekend. As a Timeless Classic Sponsor, you will receive an exclusive invitation to join us as a VIP guest at this special occasion.

South Texas Book Festival

**Saturday, November 2nd
12:00-6:00PM**

The Festival's main day of authors, captivating readings, book signings, creative crafts, delectable food, and non-stop fun!

Details online at:

www.southtexasbookfestival.com



Authors • Storytelling • Special Guests • Activities • Book Sales • For All Ages

23



Fun Zone Areas
on Festival Day

15,630



Attendees

1,000



Youth Bookmark Design
Contest Submissions

75,000+



Candy Distributed
at Trick-or-Treat Trail

36



Sessions

900+



Free Books Distributed
to Youth

5,000



Solar Eclipse Viewing
Glasses Distributed

28



Special Guests
& Authors

STBF Events:

Countdown to the Eclipse • Solar Eclipse Viewing Party • Stellarverse: An Evening of Poetry
• Authors in the Schools • Main Festival Day • Trick-or-Treat Trail

SPONSORSHIP LEVELS AND BENEFITS

The following are sponsorship levels & associated benefits for your consideration. Your sponsorship at any level will make a meaningful impact on our community and help us continue to provide engaging literary experiences for all ages.

Logo Inclusion	Goodreads \$1,000	Bestseller \$3,000	Timeless Classic \$5,000
Print & Signage			
Collective Sponsors Highlight, Festival Program	●	●	●
Festival Promotional Materials			●
Sponsor Feature, Festival Program			●
Sponsor Feature, Festival Poster(s)		●	●
Sponsor Recall, Post Event Survey		●	●
Digital			
Collective Sponsors Highlight, MPL eNewsletter	●	●	●
Sponsor Highlight, 2024 STBF Author Announcement Video	●	●	●
STBF Screen Savers, City Departments			●
STBF Static TV ads, City Departments			●
Website			
Collective Sponsors Highlight, Sponsors Page	●	●	●
Sponsor Feature, Main Page			●
Social Media			
(1) Collective Sponsors Highlight	●	●	●
(4) Individual Sponsor Highlights		●	●
(2) Sponsor Activation Promo Videos			●
Social Media Cover Image			●
Exclusive Opportunities			
Two (2) Year Renewal Option	●	●	●
Entries to the Casino Night Fundraiser	●	●	●
Activation Opportunities			●
Feature at Festival's Press Conference			●

Goodreads Level

\$1,000

Benefits of the Goodreads Level Sponsorship include:



- **Casino Night Fundraiser:** You will receive entry for 10 individuals to the Casino Night Fundraiser on Saturday, September 21st from 6-10PM. Hosted by McAllen Public Library's Advisory Board, this event aims to raise funds and awareness for the 2024 Festival.
- **Social Media:** Collective sponsors highlight prior to the Festival on the STBF Facebook page, the MPL Twitter page, and the MPL Instagram page.
- **MPL Connect:** Our monthly digital newsletter for McAllen Public Library. MPL Connect has a reach of over 20,000 subscribers. Your organization's logo will be featured as a Goodreads Sponsor in the October 2024 issue.
- **Website Highlight:** The STBF website will highlight your organization's logo under the 2024 Sponsors page.
- **Publications & Media:** Collective sponsors highlight will be included on the STBF Program and Author Announcement Video.
- **Recognition:** Your organization will be recognized at one of the events scheduled as part of the STBF lineup.
- **Two (2) Year Renewal Option:** Your organization will have the opportunity to secure the current sponsorship rate for the subsequent years, regardless of any potential future price increases.

Bestseller Level \$3,000

Benefits of the Bestseller Level Sponsorship include:



- **Casino Night Fundraiser:** You will receive entry for 10 individuals to the Casino Night Fundraiser on Saturday, September 21st from 6-10PM. Hosted by McAllen Public Library's Advisory Board, this event aims to raise funds and awareness for the 2024 Festival.
- **Social Media:** A collective sponsors highlight and weekly individual sponsor highlights for 4 weeks prior to the Festival on the STBF Facebook page, the MPL Twitter page, and the MPL Instagram page.
- **MPL Connect:** Our monthly digital newsletter for McAllen Public Library. MPL Connect has a reach of over 20,000 subscribers. Your organization's logo will be featured as a Bestseller Sponsor in the October 2024 issue.
- **Website Highlight:** The STBF website will highlight your organization's logo under the 2024 Sponsors page.
- **Publications & Media:** Sponsors highlight will be included on the STBF Program, Commemorative Poster, and Author Announcement Video.
- **Sponsor Recall:** A post-event survey shared with the public will gauge sponsor recall, which includes your organization's logo, to assess the level of recognition among festival attendees.
- **Recognition:** Your organization will be recognized at one of the events scheduled as part of the STBF lineup.
- **Two (2) Year Renewal Option:** Your organization will have the opportunity to secure the current sponsorship rate for the subsequent years, regardless of any potential future price increases.

Timeless Classic Level

\$5,000



Benefits of the Timeless Classic Level Sponsorship include:

- **Casino Night Fundraiser:** You will receive entry for 10 individuals to the Casino Night Fundraiser on Saturday, September 21st from 6–10PM with VIP Early Access, which includes extra drink tickets and an early dinner start. Hosted by McAllen Public Library’s Advisory Board, this event aims to raise funds and awareness for the 2024 Festival.
- **Social Media:** A collective sponsors highlight, weekly individual sponsor highlights for 4 weeks prior to the Festival, 2 opportunities to have your organization spotlight a promo video, and inclusion on the cover images on the STBF Facebook page, the MPL Twitter page, and the MPL Instagram page.
- **MPL Connect:** Our monthly digital newsletter for McAllen Public Library. MPL Connect has a reach of over 20,000 subscribers. Your organization’s logo will be featured as a Timeless Classic Sponsor in the October 2024 issue.
- **Website Highlight:** The STBF website will highlight your organization’s logo under the 2024 Sponsors page and on the Home page as an Official Sponsor.
- **Publications & Media:** Sponsor highlight will be included on the STBF Program, Commemorative Poster, and Author Announcement Video.
- **Sponsor Recall:** A post-event survey shared with the public will gauge sponsor recall, which includes your organization’s logo, to assess the level of recognition among festival attendees.
- **Recognition:** Your organization will be recognized at the STBF Press Conference and hourly recognition throughout STBF.
- **Author Dinner:** STBF authors and illustrators will be honored guests at a private dinner event, marking the start of the Festival weekend. As a Timeless Classic Sponsor, you will receive entry for two individuals to join us as VIP guests at this special occasion.
- **STBF Swag Bag:** Your organization will receive an STBF swag bag with a variety of STBF merchandise, such as a t-shirt and a tumbler, as well as a book autographed by one of our featured authors.
- **Two (2) Year Renewal Option:** Your organization will have the opportunity to secure the current sponsorship rate for the subsequent years, regardless of any potential future price increases.

Sample Templates are from actual STBF Promos in previous years.

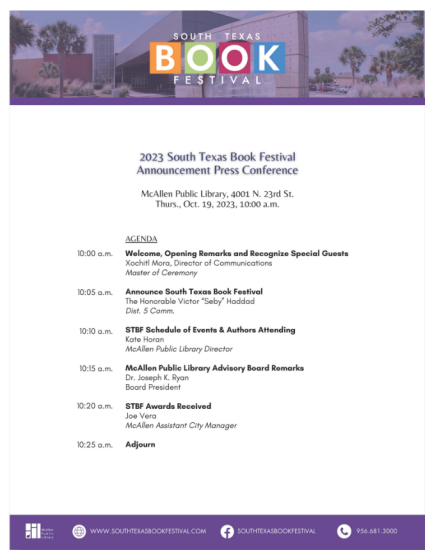
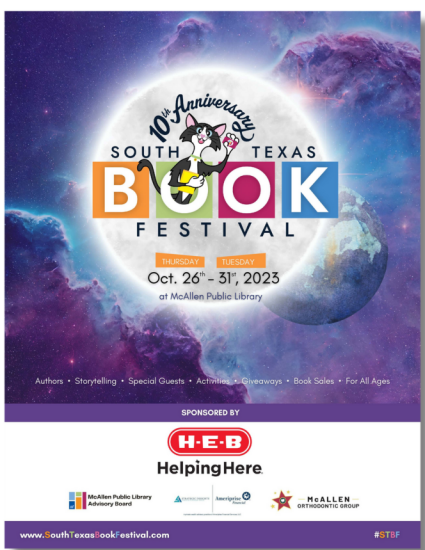
Collective Sponsors Highlight, Festival Program: All Sponsorship Levels

Over 5,000 copies of the STBF program are distributed to the public, and is available for download from the Festival website. As a sponsor, your company logo will be highlighted as part of a collective sponsors section. This is a 4-page broadsheet newspaper, 22.75"x11.5".



Festival Promotional Materials: Timeless Classic Level

Your company logo will be featured in various STBF promotional materials that are distributed to the public, and are available for download from the Festival website. This includes a Reading List (shared with school districts), Press Awards Conference Program, Save the Date publications, and magazine ads.





Sponsor Feature, Festival Program:
Timeless Classic Level

Over 5,000 copies of the STBF program are distributed to the public, and is available for download from the Festival website. As a Timeless Classic Level Sponsor, your company logo will receive a prominent sponsor feature on the front page of the program.

Sponsor Feature, Festival Poster:
Bestseller & Timeless Classic Levels

Copies of the STBF Poster are distributed throughout businesses and schools in the region. The poster is available for download from the Festival website, and is displayed at all sessions during Festival events. As a Bestseller or Timeless Classic Level Sponsor, your company logo will receive a sponsor feature on the poster.



Sponsor Recall, Post Event Survey:
Timeless Classic Level

As part of our Festival surveys, Timeless Classic sponsors will be listed in the "Sponsor Recall" section. This section highlights our sponsors' contributions and their support for the event. Your organization's name, logo, and level of sponsorship will be featured, ensuring that your brand receives visibility and recognition among our audience.

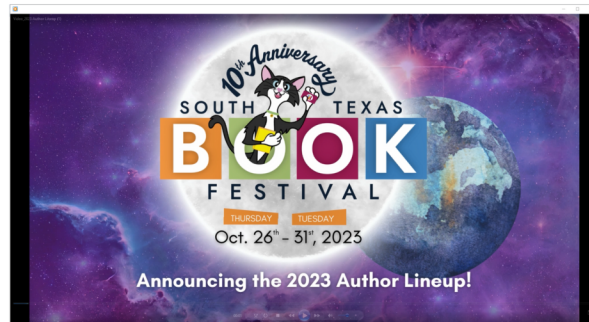


Sponsors Highlight, MPL eNewsletter: Goodreads, Bestseller, and Timeless Classic Levels

With a reach of over 21,000 subscribers, MPL Connect is McAllen Public Library’s digital newsletter that is distributed monthly. As a Goodreads, Bestseller, or Timeless Classic sponsor, your logo will be featured in the October 2024 issue.

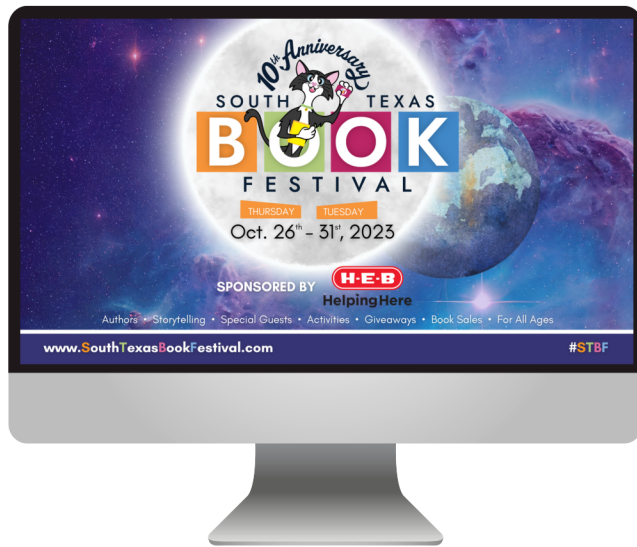
Sponsor Highlight, Author Lineup Video: Goodreads, Bestseller, and Timeless Classic Levels

Featured at the Festival’s Press Conference, distributed to the regional media, and shared on the Library’s social media pages and Festival website, the 2024 Author Announcement Video will highlight your company logo.



STBF Screen Savers, City Departments:
Timeless Classic Level

The Festival's digital ad, featuring the logos of our Timeless Classic Level sponsors, is showcased on computer screen savers across the City of McAllen. This includes over 1,500 employee computer workstations and more than 200 public computers, ensuring maximum exposure for our valued sponsors.



STBF Static Ads, City Departments:
Timeless Classic Level

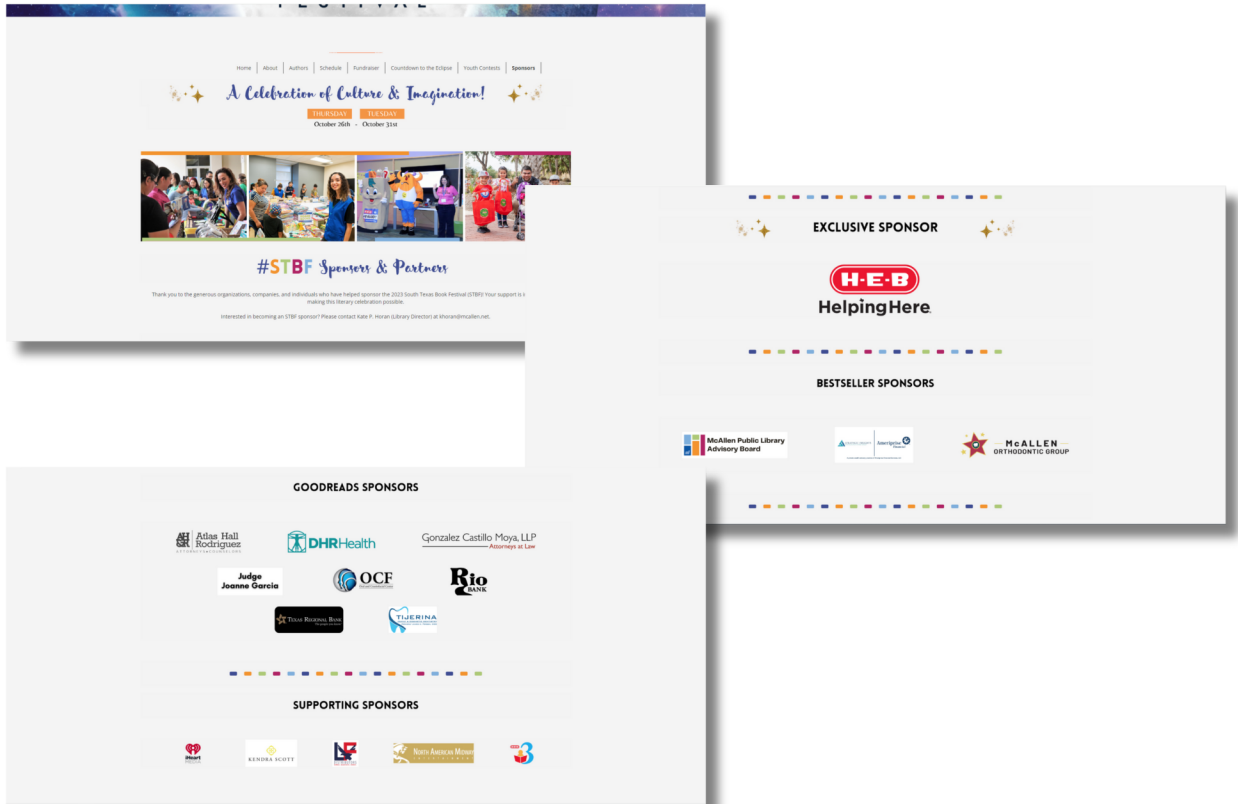
The Festival's digital ad features the logos of our Timeless Classic Level sponsors and is broadcasted on digital screens across various City of McAllen departments. These include prominent locations such as McAllen Miller International Airport, McAllen City Hall, McAllen Development Center, and all McAllen Public Library branches, ensuring widespread visibility for our sponsors.



South Texas Book Festival Website:
www.southtexasbookfestival.com

Collective Sponsors Highlight, Sponsors Page:
Goodreads, Bestseller, and Timeless Classic Levels

The Festival's website will feature the company logos of all STBF Sponsors, showcasing their support and commitment to the event.



Sponsor Feature, Main Page:
Timeless Classic Level

Timeless Classic Level sponsors will receive prominent visibility on the Festival's Main Page, highlighting their significant contribution to the event.



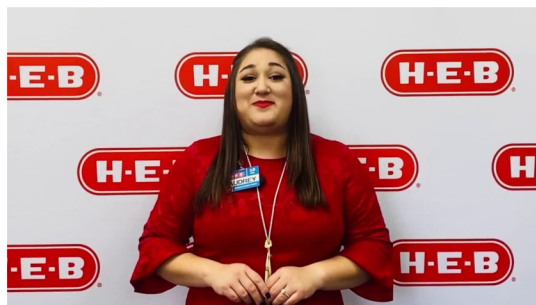
(1) Collective Sponsor Highlight:
All Sponsorship Levels

We'll collectively highlight our sponsors in one post on social media platforms leading up to the festival, recognizing their valuable support for the event.



(4) Individual Sponsor Highlights:
Bestseller & Timeless Classic Levels

For the Bestseller and Timeless Classic Levels, we'll feature individual sponsor logos on our social media every week for 4 weeks leading up to the festival, showcasing their support for the event.



(2) Sponsor Activation Promo Videos:
Timeless Classic Level

Timeless Classic Level sponsors will receive an opportunity to feature Two 15-second digital activations on MPL's Social Media pages in the weeks leading up to the festival

Social Media Cover Image:
Timeless Classic Level

Timeless Classic Level sponsors will have their company logos prominently featured on the cover images of our Facebook, Twitter, and Instagram pages. With a combined following of over 40,000 followers across these platforms, this sponsorship opportunity ensures maximum visibility and exposure for your brand.





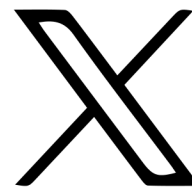
The Library has a robust presence across nine social media platforms, collectively reaching over 40,000 followers. The following are the pages:



34,070



6,372



6,975

Two (2) Year Renewal Option: All Sponsorship Levels

As part of our sponsorship packet, we offer a convenient two-year renewal option for our valued sponsors. This option allows sponsors to extend their support for additional years, ensuring continued visibility and engagement with our Festival and Library audience. By opting for the two-year renewal, sponsors can lock in their partnership with us at the current sponsorship level for an extended period.



Entries to the 2024 Casino Night Fundraiser:

The Casino Night Fundraiser will be held at Main Library on Sat., Sep. 21 from 6-10PM and is an excellent opportunity for networking, entertainment, and showing your support for the community while enjoying perks and experiences.

- **Literacy Advocate Level:** You'll receive 1 entry to the event.
- **Goodreads Level:** You'll receive 5 entries to the event.
- **Bestseller Level:** You'll receive 8 entries to the event. Your logo will be displayed throughout the venue.
- **Timeless Classic Level:** You'll receive a sponsorship table with 12 entries to the event, providing your team with VIP early access. Your logo will be displayed throughout the venue.



Activation Opportunities: Timeless Classic Level

As a festival sponsor, you'll have the opportunity to showcase your brand and engage with attendees through various activation opportunities, including bringing your mascot as a featured guest and having a 6'x6' booth at (1) one of the following STBF events:

- Trick or Treat Trail
- South Texas Book Festival

These opportunities allow your company to participate in various festival activities, enhancing brand visibility and creating memorable experiences for festival-goers.



Feature at Festival's Press Conference: Timeless Classic Level

As a Timeless Classic Level sponsor, your logo will receive prominent placement at the STBF Press Conference. It will be featured on various platforms, including the Press Conference Agenda, Author Lineup Announcement Video, Press Release, the Library Director's statement, and signage throughout the venue. This comprehensive exposure ensures that your brand receives maximum visibility and recognition among attendees, media representatives, and other stakeholders, demonstrating your significant support for the STBF.



CONTACT US:

We appreciate your support and look forward to partnering with you for the 2024 South Texas Book Festival. For inquiries or to explore customized sponsorship options, please contact:



Kate P. Horan, MLS

Library Director

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956-681-3008

