



Pages To
Possibilities



BESTSELLER LEVEL

SPONSORSHIP OPPORTUNITIES

LETTER FROM THE DIRECTOR



Dear Friend,

We are pleased to invite you to support an exciting new chapter for one of the region's most anticipated literary celebrations. In 2026, the South Texas Book Festival becomes the **South Texas International Book Festival (STIBF)**, a new name that reflects the festival's continued growth, expanding reach, and commitment to bringing readers, authors, cultures, and stories together. As a City of McAllen festival presented by McAllen Public Library, STIBF continues to serve as a signature celebration of literacy, learning, and community.

This year's theme, *Pages to Possibilities*, celebrates the opportunities that begin with a book. Through author appearances, family activities, literary programs, and cultural experiences, STIBF encourages a love of reading while connecting our community through books and storytelling.

The transition to the South Texas International Book Festival builds on more than a decade of success while looking toward the future. The festival has earned international recognition from the International Festivals & Events Association and continues to welcome voices and perspectives from South Texas and beyond.

As we begin this next chapter, we invite you to become a 2026 sponsor. Your support helps bring authors and programming to our community while keeping festival experiences accessible to families, students, educators, and readers of all ages. We welcome both monetary and in-kind contributions, with sponsorship opportunities available at a variety of levels.

Thank you for considering sponsorship of the 2026 South Texas International Book Festival. With your support, *Pages to Possibilities* can inspire readers, celebrate stories, and open new opportunities throughout South Texas and beyond.

Best Regards,

Kate P. Horan, MLS
Library Director
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956-681-3008



LOCAL AUTHOR SHOWCASE**Main Library - Saturday, September 19**

Meet writers from across the Rio Grande Valley, discover new books, and celebrate the local voices and stories that make our region unique.

PET WEEK AT THE LIBRARY**All McAllen Public Library Branches | October 3 – 9**

Celebrate *Pet Week* with Marty the Library Cat! Enjoy pet themed programs, activities, and special events for all ages throughout the week.

AN EVENING WITH AUTHOR JAMES WADE**Main Library | Thursday, October 8**

Spend an evening with award-winning Texas author James Wade for a special conversation about his work, storytelling, and writing. *This is a ticketed event.*

READ AROUND TOWN WEEK**All McAllen Public Library Branches | October 11 – 16**

Stories travel beyond the Library during *Read Around Town Week*, bringing authors and literary experiences into the community in the days leading up to the festival.

LORENA OCHOA AUTHOR EVENT**Main Library | Wednesday, October 14**

Meet golf legend Lorena Ochoa as she shares her memoir, *Soñar en grande (Dreaming Big)*, and the story behind her journey.

GUATEMALAN OPERA WORKSHOP & CONCERT**Main Library | October 15 -17**

Experience Guatemalan opera through a special series of workshops and a live concert celebrating music, culture, and storytelling.

BY DESIGN: KATIE PRITCHETT BOOK LAUNCH**Main Library | Tuesday, October 20**

Celebrate the launch of Katie Pritchett's newest book, *By Design: Leadership Reframed Through Neuroscience*, with a special author event.

SOUTH TEXAS INTERNATIONAL BOOK FESTIVAL**Main Library | Saturday, October 24**

The countdown leads to the South Texas International Book Festival! Celebrate *Pages to Possibilities* with authors, books, storytelling, family activities, book giveaways, and more.

TRICK OR TREAT TRAIL**Main Library | Saturday, October 31**

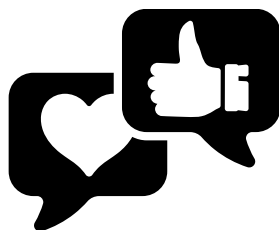
Keep the celebration going after Festival Day with the annual *Trick or Treat Trail*, a family friendly Halloween tradition filled with treats, costumes, and fun throughout Main Library.

MARKETING & PROMOTION



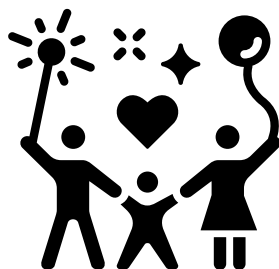
MPL Connect Digital Newsletter

Reach of 20,000+ subscribers



Social Media

57k+ Followers on Library Pages
180k+ Followers on City Pages



On-Site Activation Opportunities at over 35+ STIBF Events

Estimated reach of over 20k attendees



Printed Materials

Over 5k promotional items will be distributed throughout Festival week



Website Exposure

Sponsor features throughout STIBF and MPL websites



2025 Recap

Celebrate Our
Roots & Stories



12

FUN ZONE AREAS

#STBF PRESENTS EVENTS + FESTIVAL DAY
ATTENDANCE



14,604



38

SPONSORS & PARTNERS



2,198

FREE BOOKS DISTRIBUTED

SOCIAL MEDIA FOLLOWERS

(McAllen Public Library + STBF Pages)



38,259



8,505



6,816



600

YOUTH BOOKMARK
SUBMISSIONS



33

AUTHORS



5

STBF BOOK CLUBS



40

FEATURED BOOKS



16

FESTIVAL DAY SESSIONS



68K+

CANDY
DISTRIBUTED



18

TRICK OR
TREAT STOPS



3.1K

ATTENDEES



16

PET WEEK SESSIONS

1,265

ATTENDEES

STBF PRESENTS:

Local Author Showcase | Pet Week At The Library | Poetry Night | Read Around Town Week
Un Cafecito with the Authors | Festival Day | Trick or Treat Trail

Your Sponsorship Level

See how the **Bestseller Level** compares with other STIBF sponsorship opportunities.

Feature	Goodreads	Bestseller	Philanthropic	Timeless Classic
MPL Signature Event Activations	—	1	2	2
Additional Opportunity	—	—	—	Rich Brand Experience
STIBF Cultural Event Tickets	—	—	2	4
Marketing Recognition	Standard	Standard	Expanded Placement	Featured Placement
Library Newsletter Recognition	Standard	Standard	Expanded Placement	Featured Placement
Sponsor Recognition	Sponsor	Supporting Sponsor	Philanthropic Sponsor	Presenting-Level Recognition
Festival Day Activation Booth	✓	✓	✓	✓



Bestseller Level

Expand Your Reach

The Bestseller Level offers expanded recognition before, during, and after the Festival. Ideal for organizations seeking increased visibility while connecting with readers, families, and the community through STIBF & MPL events.

Logo & Brand Inclusion

As an STIBF sponsor, your organization will have logo and brand inclusion as a **Bestseller Sponsor** in print & electronic marketing materials, which include:

- Print
- Flyer Distribution
- Social Media
- Festival Website - www.southtexasbookfestival.com
- Digital Newsletter: *MPL Connect*

Marketing & PR

- Logo inclusion featured in print and social media campaigns
- Right to use event name and logo in advertising
- Logo on southtexasbookfestival.com Sponsor Page
- Recognition as an Exclusive sponsor in October MPL Connect issue
- Opportunity to distribute promotional items during Festival Day
- Organization will be included in a post-event survey to gauge sponsor recall

On-Site Activation

- Opportunity to have a 10x10 space for activation on Festival Day
- Logo feature on Festival Day program
- Opportunity for activation at an MPL Signature Event, such as the World Cultures Festival, Trick or Treat Trail, Holly Jolly Party, etc.

Hospitality

- Access to the Sponsor Hospitality Room

TOTAL SPONSORSHIP FEE: \$3,000



A City of McAllen Festival

CONTACT US:

We appreciate your support and look forward to partnering with you for the 2026 South Texas International Book Festival (STIBF). For inquiries or to explore customized sponsorship options, please contact:



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