The NEW ORLEANS BOOK FESTIVAL
at Tulane University

Book it!

2023 SPONSORSHIP INFORMATION
The New Orleans Book Festival brings the world’s leading authors to Tulane University for a multi-day celebration of their works. The Festival will feature both fiction and non-fiction and convene readings, panel discussions, symposia and keynote speeches. It will also provide an opportunity for outlets, authors and readers to interact with each other in one of the most vibrant and culturally diverse cities in the world.

The 2023 Festival will be held on March 9-11. Events will commence with a kickoff keynote and welcome reception on Thursday and conclude with a New Orleans-style celebration on Saturday evening.

Festival events will take place on Tulane’s uptown campus with multiple activities throughout the weekend including panel discussions, keynote lectures, book fairs and workshops. Each day will have at least one major plenary session at which a leading author will be featured. Additionally, there will be social events and sponsor activation opportunities at Tulane and other locations across the city.

Under the leadership of Cheryl Landrieu and Walter Isaacson, Tulane will host the Festival and engage its community of scholars and students to participate in its events. The Festival supports the academic mission of Tulane and community engagement by providing *Mardi Gras for the Mind* for the City of New Orleans and its literary community.

bookfest.tulane.edu
2023 Sponsorship Levels

TITLE SPONSOR | $50,000
Naming rights for tent or stage | 6 Platinum Patron access passes which allow reserved seating at all Festival events | 2 parking spaces at the festival | Full page ad in festival guide | Donor name and/or logo featured on sponsor signage throughout the event | Banner ads on website | Donor name and/or logo prominently featured on the official Book Festival website | Verbal and visual recognition at the opening reception | Access to Sponsor and Patron Reception Room | Invitation for 6 to the Author Dinner during the Festival | 20 complimentary tickets to opening reception

Value of benefits received: $1,000

CHAPTER SPONSOR | $25,000
4 Platinum Patron access passes which allow reserved seating at all Festival events | 1 parking space at the festival | Full page ad in festival guide | Donor name and/or logo featured on sponsor signage throughout the event | Banner ads on website | Donor name and/or logo featured on the official Book Festival website | Verbal recognition at the opening reception | Access to Sponsor and Patron Reception Room | Invitation for 4 to the Author Dinner during the Festival | 15 complimentary tickets to opening reception

Value of benefits received: $800

PAGE SPONSOR | $10,000
2 Gold Patron access passes which allow access to the reserved seating section at all Festival events | Half page ad in festival guide | Donor name and/or logo featured on sponsor signage throughout the event | Donor name and/or logo featured on the official Book Festival website | Access to Sponsor and Patron Reception Room | Invitation for 2 to the Author Dinner during the Festival | 10 complimentary tickets to opening reception

Value of benefits received: $400

FOOTNOTE SPONSOR | $2,500
Access to reserved seating on a first come, first served basis | Recognition in the festival guide | Donor name and/or logo featured on sponsor signage throughout the event | Donor name and/or logo featured on the official Book Festival website | 8 complimentary tickets to opening reception

Value of benefits received: $200

Many donor advised funds, community foundations, and private foundations prohibit contributions that are eligible for benefits. Please check with your tax advisor if you are considering a sponsorship through one of these entities.
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Platinum Patron Access Passes allow reserved seating for all events.
Gold Patron Access Passes allow access to reserved seating section.
2022 by the NUMBERS

TOTAL SESSIONS
63

TOTAL ATTENDEES
6,000

TOTAL NUMBER OF FREE BOOKS DISTRIBUTED
5,000

POSTERS SOLD
450

NUMBER OF TITLES SOLD
135

MEDIA REACH
92.8 MILLION

Book it! MARCH 9 | 10 | 11 2023 | bookfest.tulane.edu
2022 FESTIVAL MEDIA COVERAGE BY OUTLET

40 TOTAL OUTLETS

**NATIONAL**
- 6
  - NBC Television
  - C-Span
  - Bader News Media/PBS
  - All-Arts New York
  - POLITICO Playbook
  - Morning Joe
  - Inside Philanthropy

**REGIONAL**
- 2
  - Marietta Daily Journal
  - Selig Film News

**STATE**
- 1
  - KTAL-TV
  (NBC Shreveport)

**LOCAL**
- 19
  - The Advocate
  - The New Orleans Advocate | Nola.com
  - WWL-TV (CBS)
  - WDSU-TV (NBC)
  - WVUE-TV (Fox)
  - WGNO-TV (ABC)
  - WYES-TV (PBS)
  - WWOZ Radio
  - WWNO Radio (NPR)
  - New Orleans CityBusiness
  - Biz New Orleans
  - Crescent City Jewish News
  - Uptown Messenger
  - Where Y’at
  - NOLA Weekend
  - MyNewOrleans.com
  - Patch.com
  - The Katrina Archives
  - Mayor’s Office of Youth and Families

**TULANE**
- 3
  - The Tulane Hullabaloo
  - Tulane Today
  - On Good Authority

**ADVERTISING**
- 16*
  - USA Today
  *The New Orleans Advocate | Nola.com
  *The Advocate
  *Where Y’at Magazine
  *Gambit Magazine
  *Pelican Billboards
  *WVUE-TV (Fox 8)
  *Uptown Messenger
  - 64 Parishes
  - The Daily Advertiser
  - The Sun Herald
  - WLOX-TV (ABC/CBS) – Biloxi/Gulfport
  - WXXV-TV (Fox/NBC) – Biloxi/Gulfport
  - Loyola Maroon
  *Tulane Hullabaloo
  - WTUL Radio

*Covered the event in person
Mardi Gras for the mind