

Children's
FAIRYLAND

Children's Book Festival

SATURDAY, JUNE 3, 2023



The Children's Fairyland Book Festival will return live and in person to celebrate stories, authors, illustrators, and the wonderful world of children's literature on Saturday, June 3, 2023! This event is designed to get kids and families excited about reading and writing by connecting them with diverse authors, characters, and stories that honor and value their experiences, while also opening their eyes to new perspectives.

Last year, we welcomed over 1,500 of our closest friends and we anticipate close to 2,000 attendees in 2023. Children and families will be able to meet over 30 Bay Area authors and illustrators — 2023 participants already include Randolph Caldecott Honor book creators **Christian Robinson**, **Mac Barnett**, and **Shawn Harris**, and we're just getting started! From author read-alouds, book signings, and demonstrations to getting hands-on experience with book making, attendees will celebrate children's literature and be inspired to create and tell their own stories. The incredible 8-to-12-year-old students from our Youth Writers' Workshop will also be back with a panel that includes excerpts from their stories, created between February and March 2023 alongside mentorship from award-winning author Leticia Hernández-Linares. Books by participating authors, illustrators, and publishers will be on sale throughout the event.

Children's Fairyland is dedicated to accessibility and sponsors like you help make it possible! As part of the Book Festival, Fairyland gives away hundreds of free event admissions and free books to families within marginalized communities. In 2022, 500 free passes and over 100 free books were distributed through partnerships with the Oakland Public Library system and West Oakland schools. **We look forward to reading with you in June!**

SPONSORSHIP BENEFITS

As a sponsor, your investment will support reading acquisition and help instill a lifetime love of books for young people in Oakland and beyond, as well as provide opportunities to showcase your business or organization to thousands of Fairyland families!

	Sponsorship Amount	Event Admissions	Promotional Benefits
Novel Sponsor	\$5,000	40 Passes*	<ul style="list-style-type: none"> • Host a table and connect in person with event attendees! • Logo placement on advanced and on site printed postcards and posters, and on the event website[^] • Name listing in all other promotional materials[^] • Dedicated, tagged social media post about your sponsorship
Chapter Book Sponsor	\$2,500	30 Passes*	<ul style="list-style-type: none"> • Logo placement on advanced and on site printed postcards and posters, and on the event website[^] • Name listing in all other promotional materials[^] • Tagged in at least one sponsor appreciation social media post
Early Reader Sponsor	\$1,000	20 Passes*	<ul style="list-style-type: none"> • Name listing in all promotional materials[^] • Tagged in at least one sponsor appreciation social media post
Board Book	\$500	10 Passes*	<ul style="list-style-type: none"> • Name listing in all promotional materials[^] • Tagged in at least one sponsor appreciation social media post

* Passes can be redeemed for admission to the park on the day of the Children's Fairyland Book Festival, as well as any other regular open day. Please see fairyland.org for more information on the park schedule.

[^] The commitment deadlines for placement are:

Advanced print materials • March 1, 2023 | Advanced digital materials • May 1, 2023 | On-site materials • May 25, 2023

SPONSORSHIP REACH

Fairyland Families

- Fairyland's key market is composed of families with children aged 1 to 8.
- Local residents are a critical constituency that includes all genders, gender identities, orientations, races, and income levels that live within a 35-mile radius of Children's Fairyland.

- *Highest number of attendees come from Oakland, San Francisco, Berkeley, Alameda, and Richmond**

- Because of the 72-year reputation of Children's Fairyland, local residents of all ages—regardless of whether they have elementary school-aged children in their household—have positive perceptions of the Park
- Fairyland has approximately 3,300 active member households and 850 active donor households
- During our last complete fiscal year (April 1, 2021 through March 31, 2022), despite the continued ups and downs of the COVID-19 pandemic, Fairyland still welcomed over 182,000 visitors through our Fairy Gates

* Based on online and credit card data over the past 12 months.

MARKETING REACH

The full marketing plan for the Children's Fairyland Book Festival is still in progress. Planned event materials which include sponsor recognition are currently, but are not limited to:

In advance:

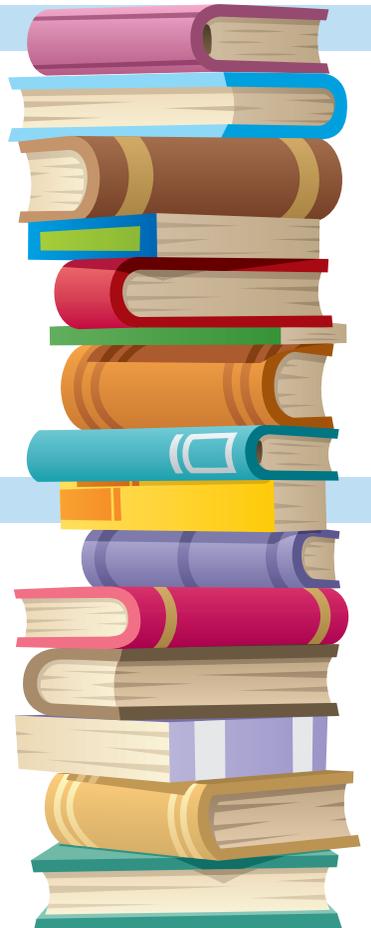
- Printed postcards mailed and distributed to partner libraries and bookstores
- Printed posters distributed to partner libraries and bookstores
- Digital invitations
- *The Magic Leaf*, Fairyland's monthly e-newsletter
- Fairyland's social media channels
- Event webpage on Fairyland's website

On site during the event:

- Event program
- Table signage

In addition, Fairyland's internal network of followers and subscribers includes:

- Children's Fairyland e-newsletter, *The Magic Leaf*, and dedicated emails
 - Over **25,000** subscribers
- Children's Fairyland social media
 - Over **30,000** followers across Facebook and Instagram
- Children's Fairyland Website
 - Average of **20,000** monthly visitors over the last 12 months



FOR MORE INFO, VISIT WWW.FAIRYLAND.ORG/BOOKFESTIVAL