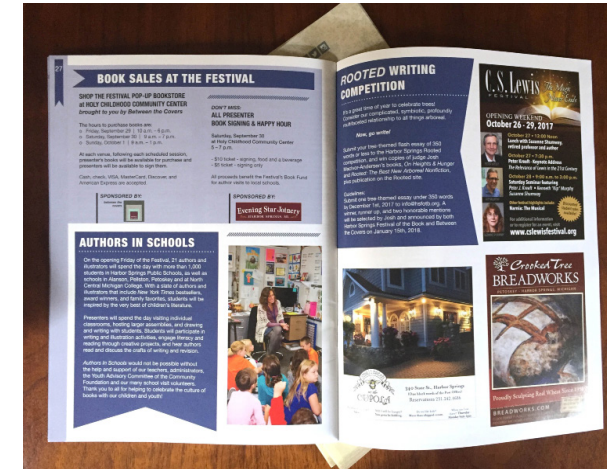


2018 SPONSOR OPPORTUNITIES

HARBOR SPRINGS FESTIVAL OF THE BOOK



Please join us!

The Harbor Springs Festival of the Book is an annual three-day festival with panel discussions, authors in conversation, readings, luncheons, classrooms visits, and a keynote address. Our mission is to celebrate the culture of books in a beautiful part of the world.

The Festival Board of Directors is committed to keeping the majority of Festival events free to the general public. This is only possible through the generous support of the Festival community.

We invite you to support the 2018 Festival either as a sponsor to promote your organization or business to our attendees, and receive benefits to enjoy during our wonderful event.

The 2017 Festival had 2400+ session attendees.

- 90% spent at least \$50 in retail locations
- 80% visited local restaurants at least once
- Over 90% hope to attend the Festival again



“I will not come home from this Book Festival as the same person. These authors and this town are amazing. Hearing the different panel discussions has been life-changing.”
- 2017 Attendee

2018 AD SIZES & SUBMISSION DETAILS

	1/4 PAGE	1/2 PG. vertical	1/2 PG. horizontal	FULL PAGE	COVER
Cost	\$250	\$500	\$500	\$1000	\$1500
Cost if ad design is required	\$275	\$550	\$550	\$1075	\$1600
Size	3.5" wide x 4.75" tall	3.5" wide x 10" tall	7.5" wide x 4.75" tall	7.5" wide x 10" tall	7.5" wide x 10" tall
File Requirements	<ul style="list-style-type: none"> • PDF file format preferred, with fonts and images embedded, CMYK color, 300 dpi resolution • JPG files NOT recommended. If only option, save file at 600 dpi resolution • Microsoft Word, Publisher, Powerpoint documents NOT accepted 				
<i>Please contact us with any questions to ensure your file is high-quality and print-ready!</i>					

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Opportunities & Benefits for Sponsors

SPONSORSHIP OPPORTUNITIES

	\$500	\$750	\$1250	\$1750
Ad in Festival Program (1,500 printed)	● 1/4 page	● 1/2 page	● Full page	● Cover
Email Newsletter & Social Media mentions - 2,000+ followers and subscribers	●	●	●	●
Website Listing - logo and link			●	●

FESTIVAL BENEFITS

		2	4	6
Ticketed event of your choice		2	4	6
Invitation for two to Author Welcome Picnic	●	●	●	●
Festival Gift	●	●	●	●
Featured on <i>Special Thanks</i> signage at event venues				●

PROGRAM ADS ONLY

	1/4 PAGE	1/2 PAGE	FULL PAGE	COVER
	\$250	\$500	\$1000	\$1500

- **See reverse for Ad requirements.**
- **Need help with ad design?** We can design your ad for you for an additional cost - see rates on reverse.

Every contribution, at any level, is greatly appreciated and will be acknowledged with our sincere thanks.

Please contact us to discuss your involvement and support of the 2018 Festival!



Amy Gillard | Executive Director
231.838.2725
amy@hsfotb.org

Payment can be securely made online at hsfotb.org or by mailing a check, payable to HSFOTB and sent to:



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