

Litquake Foundation

Bringing people together around
literature

"...keeping the soul of San Francisco alive."
—San Francisco Chronicle



Our History

Founded by writers in 1999, The Litquake Foundation has hosted 10,350 author appearances for 250,000 attendees. With over 200 literary partners in its 23 years, Litquake continues to thrive as a grassroots organization which stitches together the Bay Area's literary scene.





Litquake Festival 2023

San Francisco's Litquake literary festival runs October 5–21, and includes approximately 60 events, featuring 300+ authors in a mix of virtual, indoor, and outdoor venues. Expected attendance: 20,000. Major programming includes:

Kidquake – Two days of virtual talks and meet-and-greets, showcasing a diverse array of award-winning children's authors, paired with activities run by the Bay Area's best interactive educators. Expected attendance: 3,000.

Lit Crawl San Francisco – A evening-long cavalcade of 50 events emphasizing local arts organizations and writers. Expected attendance: 5,000.

Litquake Out Loud – A curatorial series highlighting the Bay Area's BIPOC & LGBTQ+ writers will run two days at an outdoor stage. Expected attendance: 4,000



Diversity, Equity, and Inclusion

Literature is a powerful tool of self-definition for individuals, and self-determination for communities. Every writer deserves the privilege to tell their story, and have a stage and audience primed to thoughtfully engage. We believe literature is a medium which fosters empathy, discovery, and deep contemplation of the issues of the day.

Festival Feedback

“Litquake is special because it encompasses so many people and communities.”

“...one of my favorite writing festivals to attend as a reader and participant.”

“This gathering was inspiring, intellectually stimulating, and filled with heart and humor. Thanks so much.”

“Excellent organization—seamless, warm, welcoming, professional.”



2022 Festival Authors Included:



Shelley Wong



Ericka Huggins



Charlie Jane Anders



Matthew Zapruder



sam sax



Tongo Eisen-Martin

Litquake By the Numbers



86% Free Events!



Attendance

Live, Zoom & Video
Total — 19,000



Audience Diversity

45% White
33% AAPI
10% Latinx
4% African American
7% Mixed Race
1% Native American



Location

59% San Francisco
24% East Bay
1.5% Other U.S.
2.5% Other CA
4% Peninsula
3% Marin
3% South Bay
3% North Bay



Audience Age

8% Under 20
19% 20s
19% 30s
14% 40s
19% 50s
14% 60s
8% Over 70



Gender/Orientation

68% Female
28% Male
4% Non-binary
30% Identify as LGBTQ+



Social Media

24K FB, IG, Twitter
435K Impressions
296K Website Views
78K Unique Visitors
14K Newsletter

Sponsor Packages

First Edition \$25,000

- Activation / co-presentation of festival event & mention from stage
- Social media (5) promo & metrics across 3 platforms
- Dedicated newsletter (2) promo & metrics
- Ad in print program & Crawl map
- Ad in email newsletter leading up to festival
- Lit Cast ad for sponsored events
- Major Contributor listing in newsletter

Hardback \$10,000

- Co-presentation of festival event & mention from stage
- Social media (3) promo & metrics across 3 platforms
- Ad in print program
- Ad in email newsletter (1) & metrics
- Lit Cast ad for sponsored events
- Major Contributor listing in newsletter

Paperback \$7,500

- Mention from stage
- Social media (2) promo & metrics across 3 platforms
- Ad in print program
- Ad in newsletter (1) & metrics

Galley \$5,000

- Social media (3) promo & metrics across 3 platforms
- Ad in print program
- Ad in newsletter (1) & metrics

Final Draft \$3,000

- Social media (1) promo & metrics across 3 platforms

EACH PACKAGE INCLUDES:
Logo & link on litquake.org



Advertising Options



Print & Downloadable PDFs

Festival Guide 6,000 printed

Full pg (6" x 9")	\$2000
Half pg (4.75w x 4h)	\$1,500
Quarter pg (2.25w x 4h)	\$500
Inside/back cover (6x9)	\$3,000

Lit Crawl Map 3,000 printed

Ad Block (3.75w x 5h)	\$1,250
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Newsletter 14,000 audience

Newsletter ad, 700px(w) x 300px(h)	\$385
Dedicated blast	\$1,925

Contact: Jack Boulware / sponsor@litquake.org



Social Media

22,600 audience

Facebook	\$60/post
Twitter	\$56/post
Instagram	\$50/post



Podcast

2,000 monthly audience

	Episode	Month	Year
Pre-roll (30 sec)	\$100	\$195	\$2,280
Mid-roll (60 sec)	\$150	\$285	\$3,420
Both	\$200	\$380	\$4,560

Deadlines

Closing Date August 1, 2023
Materials Due August 15, 2023
Publication September 6, 2023

Join the Litquake Family

Sponsors Past and Present

Craigslist, Adobe, City National Bank, BART, HarperOne, Amoeba Music, Scribd, YBCBD, Hendrick's Gin, Lagunitas Brewing Company, GFTA, National Book Foundation, Chronicle Books, San Francisco Chronicle, Alta, Hornitos Tequila, Fort Point Beer Co., JetBlue, Moleskine

Media Coverage

The New York Times, BuzzFeed, Bomb, Huffington Post, BBC, The Guardian, Los Angeles Times, LitHub, Poets & Writers, KQED, KALW, San Francisco Chronicle, 7x7, Time Out San Francisco, Publisher's Weekly





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Jalapeño GARITA
REX '12
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