

A man with a beard and short hair, wearing a grey t-shirt with a graphic, is speaking into a microphone. The background is a blurred outdoor setting with flowers and a building.

LITQUAKE

INFORMATION DECK 2018

Litquake exists to make literature more available to readers of all ages, from performances to readings, workshops, and film programs. By combining public life and literary art, Litquake uses literature as an agent of civic good to engage, amplify, and expand the Bay Area cultural landscape.



OUR PROGRAMS

Litquake Festival

One of the West Coast's most beloved annual literary festivals, this smart, eclectic ten-day gathering draws booklovers of all types to enjoy words and ideas straight from the artists' mouths. Now with 160 venues, the festival's uniquely portable format provides even greater access to literature.

Lit Crawl SF

Each festival ends with a closing-night crawl throughout San Francisco's Mission District, bringing together 500+ authors and close to 10,000 fans for the world's largest free pop-up literary event. Launched in 2004, Lit Crawl cultivates a unique, resonant brand: smart and silly, worldly and wacky events presented in venues both usual (bars, cafes, bookstores) and unusual (police stations, tattoo parlors, laundromats).

Special Events & Event Series

Throughout the year, Litquake collaborates with dozens of local arts groups, performance spaces, and museums. In 2017, event partners included California Historical Society, San Francisco Ballet, and San Francisco Public Library, which hosted a six-part series of author conversations geared towards political activism and civic engagement. More ongoing partnerships include San Francisco International Film Festival, SFJAZZ, SF Sketchfest, and Yerba Buena Gardens Festival.



Lit Crawl Global

Since 2008, 13 cities have launched affiliated Lit Crawls around the world: Seattle, Portland, Los Angeles, Austin, Denver, Chicago, Iowa City, Minneapolis, Boston, New York City, Wellington (New Zealand), Cheltenham (England), and Kells (Ireland). Each Crawl bolsters the local literary scene and captures its city's unique flavor.

Lit Cast

With 111,000 downloads and listeners in 127 countries, Litquake's podcast brings free literary audio programming to an enormous, diverse audience. In 2017, Lit Cast helped broadcast authors' bookstore appearances, as well as Litquake festival highlights and other special events.



DAN DION



EDUCATION

Kidquake & Teenquake

Kidquake festival events bring over 1,000 K-5 students and teachers from 19 schools to the San Francisco Public Library for two days of free books, workshops, and talks from acclaimed children's authors. Teenquake partnerships with San Francisco Public Library and NaNoWriMo Young Writers Project help inspire teens through public readings, open mics, and awards events.

Elder Project

Litquake's newest program, this initiative brings eight weekly writing and storytelling workshops to retirement communities across Oakland and San Francisco. After learning to record life experiences, and open new pathways to self-expression and greater socialization, Elder Project students perform at a live reading and are published in a class anthology.

Master Class Mixers

These year-round writing workshops pair wine receptions with three-hour classes taught by bestselling authors and recipients of Pulitzer, MacArthur, Guggenheim, and National Book awards.

A PASSIONATE

COMMUNITY NETWORK



A public asset since 1999, Litquake cultivates lasting, mutually beneficial ties with hundreds of Bay Area arts organizations — from co-presenting San Francisco Ballet’s “Frankenstein” to showcasing the Diasporic Vietnamese Artists Network, and highlighting the 1st Tuesday’s Spoken Word Collective from the underserved Bayview-Hunters Point community.

Sample Collaborators:

826 Valencia

Book Club of California

California College of the Arts

California Historical Society

California Institute of Integral Studies

Center for Sex and Culture

Chronicle Books

Grace Cathedral

Mission Cultural Center for Latino Arts

Museum of African Diaspora

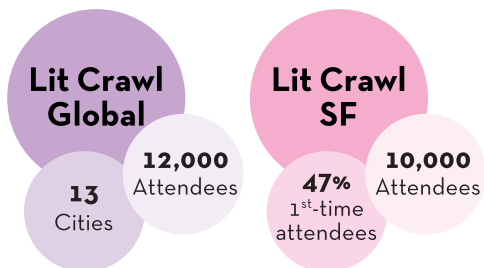
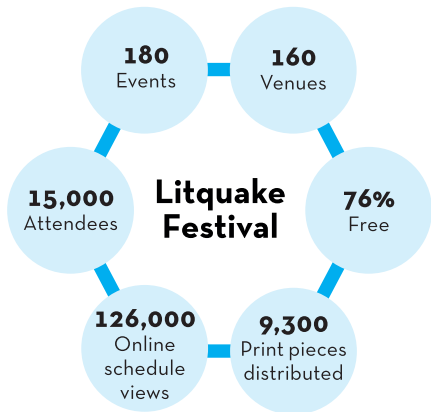
San Francisco Center for the Book

Stanford Continuing Studies

Strut

Women’s National Book Association

LITQUAKE BY THE NUMBERS



Audience Age*



- 31% Under 30
- 19% 30-40
- 30% 40-60
- 20% Over 60

Gender/Orientation*



- 70% Female
- 30% Male
- 22% Identify as queer

Ethnicity*



- 69% Caucasian
- 13% Asian
- 7% Latinx
- 5% African American
- 4% Mixed
- 2% Native American

Residence*



- 58% San Francisco
- 26% East Bay
- 8% Peninsula/South Bay
- 2% Marin/North Bay
- 6% Other

*Based on 2017 Festival survey results

Year-Round Programming



3,000
Attendees



34
Events



LIT CAST

- 100 Free podcast episodes
- 120,000 Downloads
- 130 Countries



EDUCATION PROGRAMS

- 1,150 Students served
- 34 Classes
- 19 SF area schools participating



ONLINE REACH

143,000 Litquake.org page views per year



30,000 Subscribers/followers

434,000 Social media impressions during Festival month

ADVERTISE

Festival guide advertising directly reaches a diverse, inclusive audience of readers, writers, and booklovers. Guides are distributed in advance to Bay Area bookstores, as well as all festival venues, with a downloadable PDF available at litquake.org.

STANDARD 4-COLOR:

Full page	6" x 9"	\$2,000
Half page (horizontal)	4.75" x 4"	\$1,500
Quarter page (vertical)	2.25" x 4"	\$500

PREMIUM 4-COLOR POSITIONS:

Inside front cover	6" x 9"	\$3,000
Inside back cover	6" x 9"	\$3,000
Back cover	6" x 9"	\$3,000

File types: pdf, jpg, tif, psd (300 dpi). *Add 1/8" bleed on full page ads.*

Order closing date: August 1

Materials due: August 15

Publication: September 25

Contact:

Sophia Cross

advertise@litquake.org

GIVE

Litquake accepts matching employee donations, gifts of stock, in-kind contributions, and more. Our donors participate at a variety of levels, and those giving from \$50 to \$50,000 are listed in our printed festival guide and website. Major donors of \$1,000 receive special invitations to author events and other benefits. Nearly 1/3 of our annual budget comes from individual gifts like yours.

Contact:

Amy Kaminer

amy@litquake.org

SPONSOR

First Edition | \$40,000

Hardback | \$20,000

Paperback | \$10,000

Galley | \$5,000

Final Draft | \$3,000

Entitlements can include:

Branded festival stage/venue

Sponsorship of opening/closing party

Sponsored booths/venues at Lit Crawl

Activations at specific festival events

Print ad in festival guide

Social media and newsletter promotion

Branded Lit Cast and/or Live Video Stream

In-session giveaways

Name/logo recognition in print, online, and/or festival signage

Contact:

Jack Boulware

sponsor@litquake.org

“HOMEGROWN AND INNOVATIVE, LITQUAKE IS
A JEWEL, REMINDING US HOW STRONG AND
HOW ESSENTIAL THE ARTS ARE.”

TJ Stiles, two-time Pulitzer Prize-winning author

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