

**25 years of connecting communities through literature's common humanity**



Litquake believes reading and writing and storytelling in all its forms are **powerful**.

Stories are **essential** to how we understand ourselves, each other, and our **community**. They connect us and nourishes us—everyone deserves literature.

Join us to **help stories flourish** in the San Francisco Bay Area.

## Overview

Litquake, the largest independent literary festival on the West Coast, aims to increase community engagement, intellectual stimulation, and aesthetic enrichment for the greater San Francisco Bay Area through a 16-day literary festival and other free/low-cost public programs throughout the year.

## Our History

Founded in 1999, Litquake has hosted 11,000 authors for 295,000 attendees and distributed 12,000 free books to San Francisco schoolchildren. With hundreds of nonprofit and local business partners, Litquake is a deeply beloved local institution that plays an integral role in stitching together the Bay Area's literary scene.





# FESTIVAL PROGRAMMS



## Litquake Festival

The crown jewel of our annual programming is our 16-day-long festival of 100-125 events (80%+ free) featuring 500+ authors in 50+ venues. Annual attendance: 20,000.

## Lit Crawl San Francisco

A one-night 'crawl' of 40-50 events (100% free) held in collaboration with local arts orgs, collectives, and presses with an emphasis on BIPOC & LGBTQ+ communities. Annual attendance: 5,000.



**PROGRAMS**  
**FESTIVAL**

**Litquake Out Loud**

An annual curatorial program highlighting the Bay Area's BIPOC & LGBTQ+ writers. 8 curators armed with Litquake's full event production resources produce two days of vibrant, impactful events. 100% free. Annual attendance: 1,000.



**PROGRAMS**  
**FESTIVAL**

**Kidquake**

Two days of in-person and virtual talks and meet-and-greets with a diverse array of children's authors, paired with activities run by the Bay's best interactive educators. Serving the Bay Area's K-5 public school students. 100% free. Annual attendance: 4,000.



## YEAR-ROUND PROGRAMS



### Elder Project

Fighting isolation by bringing the literary community to Bay Area seniors. The project consists of weekly writing sessions which provide an outlet for Elders to preserve and share their stories through creative writing. 100+ Elders annually at 4 locations.

### Litquake Year Round

20-25 events including annual celebrations of Black History Month, National Poetry Month, One City One Book, and more, in collaboration with orgs and local businesses across the Bay Area. Featuring 60+ authors for 4,000 attendees.



## YEAR-ROUND PROGRAMS

### **Lit Crawl Global**

Since 2008, 15 cities have launched affiliated Lit Crawls around the world: Seattle, Portland, Los Angeles, Austin, Denver, Chicago, New York City, Minneapolis, Boston, Wellington (New Zealand), Cheltenham (England) and more. Each Lit Crawl bolsters the local literary scenes and captures its city's unique flavor.



## YEAR-ROUND PROGRAMS

### **Lit Cast**

With 125,000 downloads and nearly 140 episodes to date, Litquake's podcast brings free literary audio programming to an enormous, diverse audience. Lit Cast helps to broadcast authors on tour in the Bay Area, special events, and festival highlights.

A public asset since 1999, Litquake has cultivated lasting, mutually beneficial ties with hundreds of Bay Area arts orgs and local businesses.

Just Some Of Our Collaborators:

Museum of the African Diaspora · SF Sketchfest · Grace Cathedral · SF AIDS Foundation · Stanford University · University of San Francisco · California College of the Arts · SF Chronicle · Book Club of California · Yerba Buena Community Benefit District · SF Office of Economic and Workforce Development · Yerba Buena Gardens Festival · The Chapel · Noise Pop · Chronicle Books · Heyday Books · Alta Journal





# OUR IMPACT ON OUR ATTENDEES

- **Stimulating** - 96% of attendees were emotionally and intellectually stimulated by our programs.
- **Inspiring** - 90% were inspired to read and write more.
- **Enlightening** - 83% were introduced to a new writer or style of writing.

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



# IN LITQUAKE THEY TRUST

Our ongoing commitment to providing free events, coupled with our trusted brand of programming, means that 88% of our audience views Litquake as their main point of connection to the literary world.

“I've been attending for 10 years. It's amazing that you have kept the spirit of writing alive. The community thanks you for keeping art in San Francisco.”

# Litquake By the Numbers: Attendees



## Attendance

Year Round — 4,000  
Festival — 25,000  
Authors — 600  
Total — 29,600



## Audience Age

22% Under 20  
15.5% 20s  
22.5% 30s  
13.5% 40s  
11.5% 50s  
10.5% 60s  
4.5% Over 70



## Audience Diversity

41% White  
59% BIPOC  
38% AAPI  
8% Latinx  
4% Black/AA  
7% Mixed Race  
2% Other



## Gender/Orientation

70% Female  
26% Male  
4% Non-binary  
31% Identify as LGBTQ+



## Audience Location

58% San Francisco  
24% East Bay  
5% Peninsula  
5% Other  
3% South Bay  
3% Marin

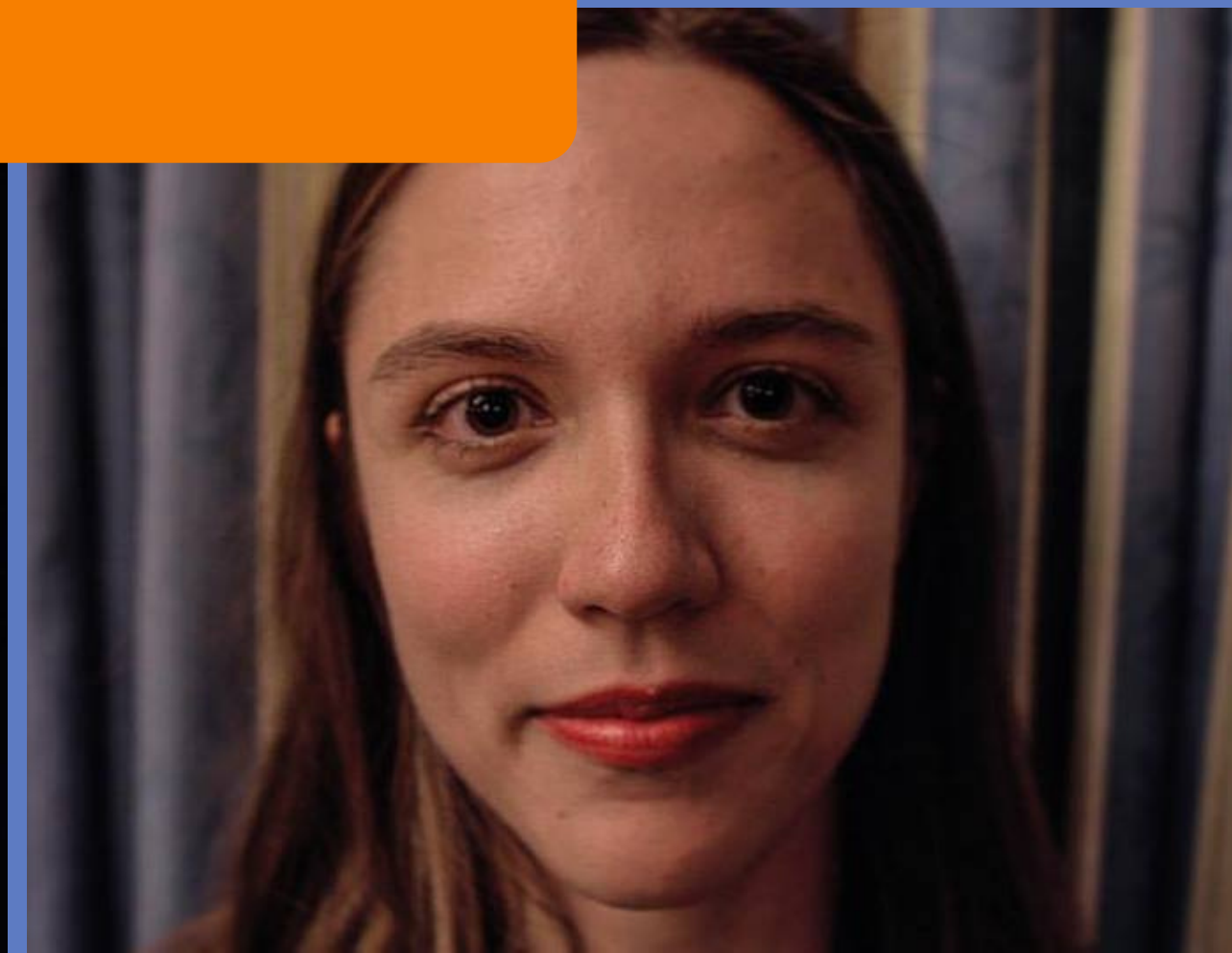
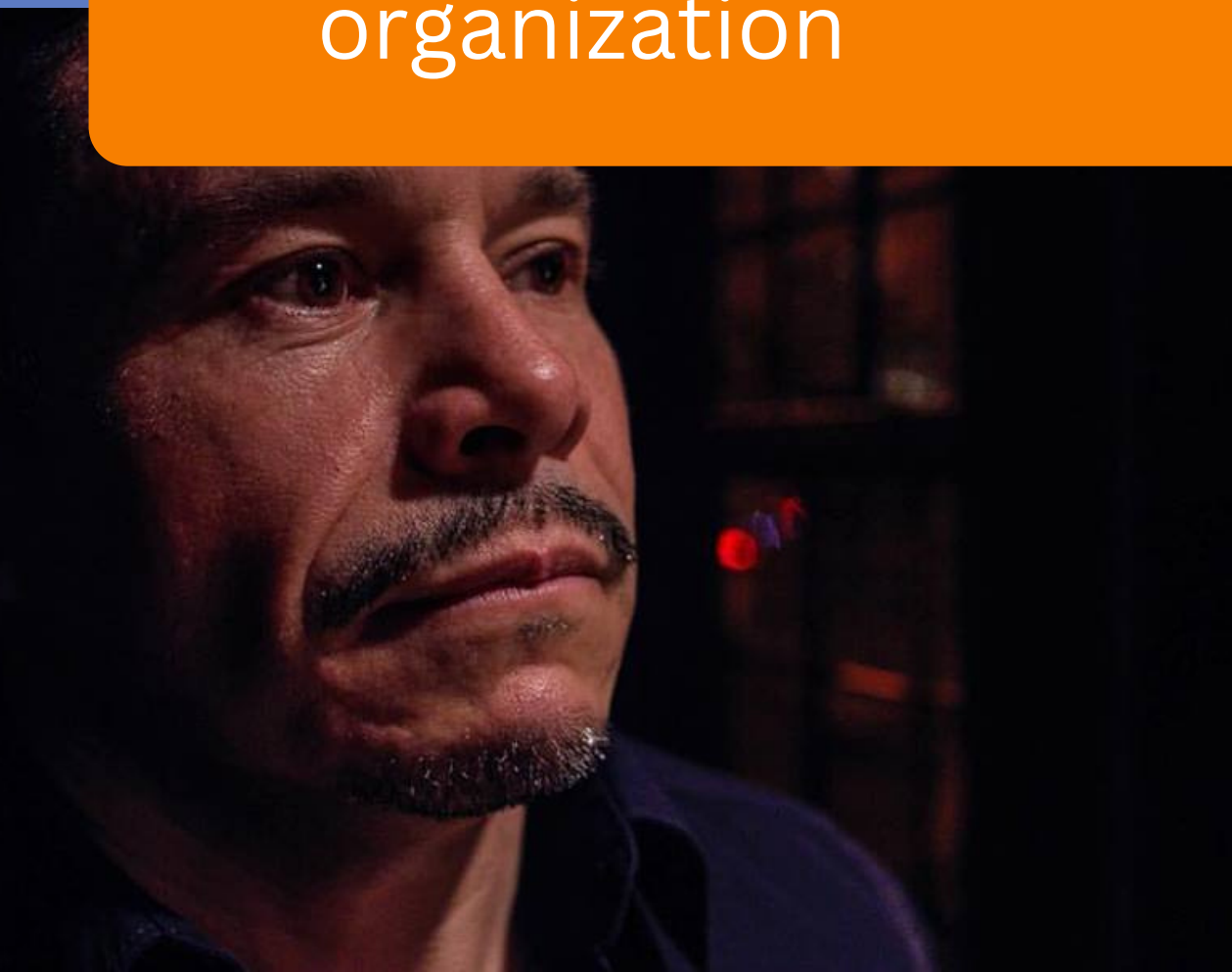


118 events (83% free)  
at 51 venues

# OUR IMPACT ON OUR AUTHORS

- **A Meaningful Career Highlight** - 87% of authors listed Litquake in their bio.
- **Making New Connections** - 96% made a new connection to another author or partner organization

“I don’t think I’ve landed from yesterday’s performance. I don’t even know how to thank you for the space, the invitation, being in a line up like yesterday’s. I will carry this with me.”



# Litquake By the Numbers: Authors



## Author Diversity

32% White  
68% BIPOC  
23% AAPI  
21% Black/AA  
11% Mixed Race  
6% Latinx  
6% Native American

35% Identify as LGBTQ+



## Author Age

8% 20s  
17% 30s  
27% 40s  
33% 50s  
13% 60s  
2% Over 70



## Author Location

23% San Francisco  
40% East Bay  
20% Other  
6% North Bay  
4% Peninsula  
2% South Bay



## Social Media

27K FB, IG, X  
332K Impressions  
95K Website Views  
33K Unique Visitors  
15K Newsletter

# JOIN US

Through this work, we continue to build a more informed, empowered, empathetic, and inclusive community.

This is how we realize our mission, so please join us in celebrating our past 25 years and welcoming what's to come.



# Sponsor Packages

**First Edition \$25,000**

**Hardback \$10,000**

**Paperback \$7,500**

**Galley \$5,000**

**Final Draft \$3,000**

## ENTITLEMENTS CAN INCLUDE:

- Sponsorship of anniversary celebrations
- Branded festival stage/venue
- Sponsorship of opening/closing party
- Sponsored 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
- Booth activations at book fair
- Name/logo recognition in print, online, and/or on festival signage

# Advertising Options



## Print & Downloadable PDFs

<b>Festival Guide</b>	6,000 printed
Full pg (6" x 9")	\$2000
Half pg (4.75"w x 4"h)	\$1,500
Quarter pg (2.25"w x 4"h)	\$500
Inside/back cover (6" x 9")	\$3,000

<b>Lit Crawl Map</b>	3,000 printed
Ad Block (3.75"w x 5"h)	\$1,250



<b>Newsletter</b>	15,000 audience
Newsletter ad, 700px(w) x 300px(h)	\$385
Dedicated blast	\$1,925



## Social Media

	27,000 audience
Facebook	\$60/post
X	\$56/post
Instagram	\$50/post



## Podcast

2,000 monthly listeners

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

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## Deadlines

Closing Date August 1  
Materials Due August 15  
Publication early September

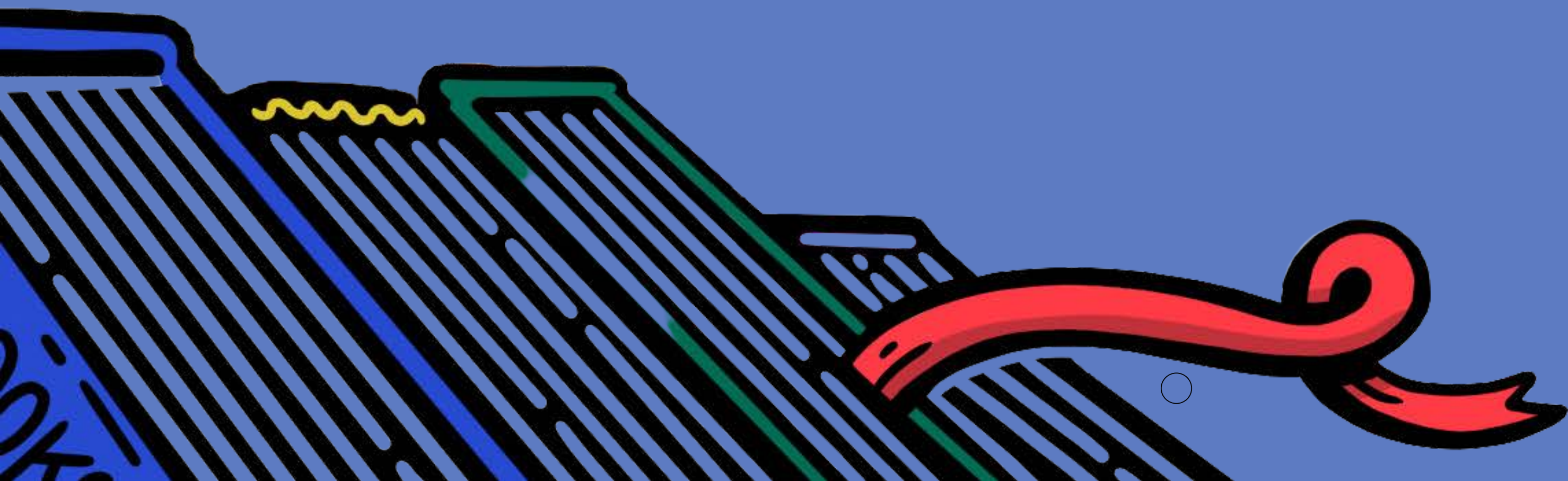


## Sponsors

Craigslist, City National Bank, Bartable, HarperOne, Amoeba Music, Scribd, Umpqua Bank, Hendrick's Gin, Lagunitas Brewing Company, Chronicle Books, San Francisco Chronicle, Out of Print, Hornitos Tequila, Anchor Steam Brewing Company, JetBlue, Moleskine

## Media Coverage

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



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