

# VIRTUAL 2021 FESTIVAL RECAP



**2 WEEKS OF PROGRAMMING**  
**44 FREE VIRTUAL EVENTS**  
**127 SPEAKERS**



**14,441 VIEWERS**  
**FROM 45 STATES & 37 COUNTRIES**



**96% OF ATTENDEES REPORTED THAT**  
**FESTIVAL EVENTS BROADENED OR**  
**ENRICHED THEIR THINKING**



**7,790 FACEBOOK FOLLOWERS**  
**3,871 TWITTER FOLLOWERS**  
**2,803 INSTAGRAM FOLLOWERS**  
**7,399 E-NEWS SUBSCRIBERS**



**FEATURED IN *THE NEW YORK TIMES***  
**'AT HOME' SECTION, MARCH 13, 2021**



**FEATURED AS C-SPAN BOOKTV**  
**ON-DEMAND PROGRAMMING**



2021 Festival speakers in virtual events

**“Thank you for making this virtual and keeping it free...  
what a great festival!”—2021 Festival attendee**

## ABOUT THE VIRGINIA FESTIVAL OF THE BOOK

The Virginia Festival of the Book brings together writers and readers to promote and celebrate books, reading, literacy, and literary culture. Featuring the annual Festival in March plus the year-round Shelf Life virtual event series, our programming offers something for readers of all levels and interests.

With a longstanding focus on accessibility and diversity, Festival programming engages attendees and viewers with new books, on a variety of topics and across genres, that are timely and necessary.

We select Festival speakers through active recruitment as well as open submissions (June 1-October 1, annually) and work with community partners to plan programs that speak to the interests and needs of Virginians.

We also connect Festival speakers with preK-12 schools across the Commonwealth, reaching thousands of students.

The Festival is a community-driven effort, and, as such, greatly appreciates the support of hundreds of community partners, sponsors, and volunteers in helping present our programs.



**Virginia Festival  
of the Book**  
VIRGINIA HUMANITIES

# VIRGINIA FESTIVAL OF THE BOOK

BRINGING TOGETHER WRITERS & READERS  
ACROSS THE COMMONWEALTH SINCE 1995



## 2022 SPONSORSHIP LEVELS

\$500- \$999	\$1000- \$2,499	\$2,500- \$4,999	\$5,000- \$9,999	\$10,000- \$14,999	\$15,000- \$19,999	\$20,000+	
☆	☆	☆	☆	☆	☆	☆	Name listed on the Contributors page of VaBook.org
☆	☆	☆	☆	☆	☆	☆	Name included in digital Festival guide (est. 50,000 readers)
☆	☆	☆	☆	☆	☆	☆	Logo included on slideshow for your sponsored program
	☆	☆	☆	☆	☆	☆	Name included on promotional materials for your program
		☆	☆	☆	☆	☆	Logo included on promotional materials for your program
			☆	☆	☆	☆	Logo included in the Festival e-newsletter (7,300+ subscribers, approximately 24/year)
				☆	☆	☆	Logo included on digital Festival guide & VaBook.org site-wide
				☆	☆	☆	Sponsor profile on VaBook.org, with quote on social media
					☆	☆	Logo included on all Festival slideshows
						☆	Digital readers' guide for your program posted on VaBook.org
						☆	Name included on all Festival registration & post-event pages

We are eager to strategize a custom partnership that meets your needs. For additional details about opportunities, contact Festival director Jane Kulow at [vabook@virginia.edu](mailto:vabook@virginia.edu) or 434-924-7548.

Visit [VaBook.org](http://VaBook.org) for more details about our programming.

The full schedule of events for the 2022 Festival will be announced in January 2022.

