

2022 FESTIVAL RECAP



2 WEEKS OF PROGRAMMING
39 IN-PERSON EVENTS
35 FREE VIRTUAL EVENTS
213 SPEAKERS



1,340 IN-PERSON ATTENDEES
12,950 VIRTUAL VIEWERS
FROM 45 STATES & 37 COUNTRIES



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



8,328 FACEBOOK FOLLOWERS
3,871 TWITTER FOLLOWERS
3,270 INSTAGRAM FOLLOWERS
7,431 E-NEWS SUBSCRIBERS



20 FEATURED ARTICLES IN LOCAL
PRESS



FEATURED AS C-SPAN BOOKTV
ON-DEMAND PROGRAMMING



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



2023 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)
	☆	☆	☆	☆	☆	☆	Name or logo included on print Festival guide (est. 10,000 copies)
		☆	☆	☆	☆	☆	Logo included on promotional materials for your program
			☆	☆	☆	☆	Logo included in the Festival e-newsletter (7,400+ subscribers, approximately 12/year)
				☆	☆	☆	Logo included on digital Festival guide & VaBook.org site-wide
				☆	☆	☆	Logo included on Festival bookmarks (est. 5,000 copies)
					☆	☆	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 Kalela Williams at vabook@virginia.edu.

Visit VaBook.org for more details about our programming.

The full schedule of events for the 2023 Festival will be announced in February 2023.

