



Corporate Partnership Opportunities



The Details



Kickoff Party: FRIDAY, OCTOBER 16 @ SLPL



Festival Date: SATURDAY, OCTOBER 17, 2026



Location: THE GATEWAY, DOWNTOWN SLC



Impact: 7,000 ATTENDEES



About The Salt Lake Book Festival

The Salt Lake Book Festival is a high-energy literary destination built for the Mountain West, welcoming book lovers and the book-curious of all ages, and putting Salt Lake City on the national literary map.





The Return of Analog in a Digital World

Younger generations are increasingly drawn to analog experiences, and nowhere is this more visible than in their relationship with literature. Gen Z readers are choosing physical books over e-books, in-person gatherings over algorithm-driven feeds, and quiet reading rituals over digital noise.

The numbers back it up:

- Independent bookstores are seeing renewed foot traffic from younger readers who value curation and community.
- Book clubs, writing circles, and poetry nights are thriving as offline social rituals.
- Journaling, letter-writing, and creative writing workshops are being embraced as grounding practices.
- Print sales remain strong among Gen Z, who often treat books as both intellectual artifacts and emotional companions.

Right now, this resurgence is still being driven by individuals and small communities. Large brands haven't fully entered the space yet. *For partners, that's a rare opportunity to be seen as a genuine champion of creativity and culture, rather than a late adopter chasing a trend.*



The Data Tells the Story

Around the U.S.

- **Tucson Festival of Books:** Attracts approximately 130,000 attendees annually, featuring over 400 authors. (Source: Prolificwriters)
- **Printers Row Lit Fest** (Chicago): Attracted over 100,000 visitors in 2024. (Source: Prolificwriters)
- **San Antonio Book Festival** (SABF): Recorded 25,000 main event attendees and 28,000 total reader engagements across its seasonal programming. (Source: Sabookfestival)
- **Litquake** (San Francisco): Reaches over 21,000 readers annually through 100+ events.
- **Aggregate annual attendance at the top 150 literary festivals grew from 2.1M to 3.9M (2015–2024) — a 7.5% CAGR.**¹
- **Sponsor takeaway: Even first-year festivals commonly attract 5,000–15,000 attendees, with strong upside as the event matures.**

In Our Salty City

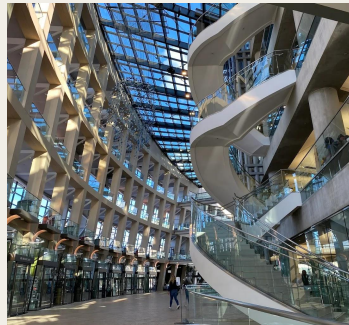
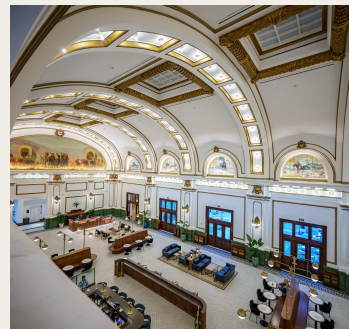
- **The Utah Arts Festival** attracts approximately 70,000 attendees annually to downtown Salt Lake City.²
- **The Salt Lake City Main Library** hosts over 1,000 public events and meetings per year.²
- **Downtown venues** sold over 4 million tickets in 2024, an 18.4% increase year-over-year.³
- **Delta Center Events, conventions, and arts performances** correlate with top customer days.
- In 2024, the 36 days that had the highest downtown visitation were highly correlated with days which had major conventions, events at the Delta Center, and performances at Abravanel, Capitol, Rose Wagner and Eccles theaters.⁴

What We're Building

Rooted in a love for reading and community, the Salt Lake Book Festival brings bold, immersive programming to the Mountain West's literary scene.

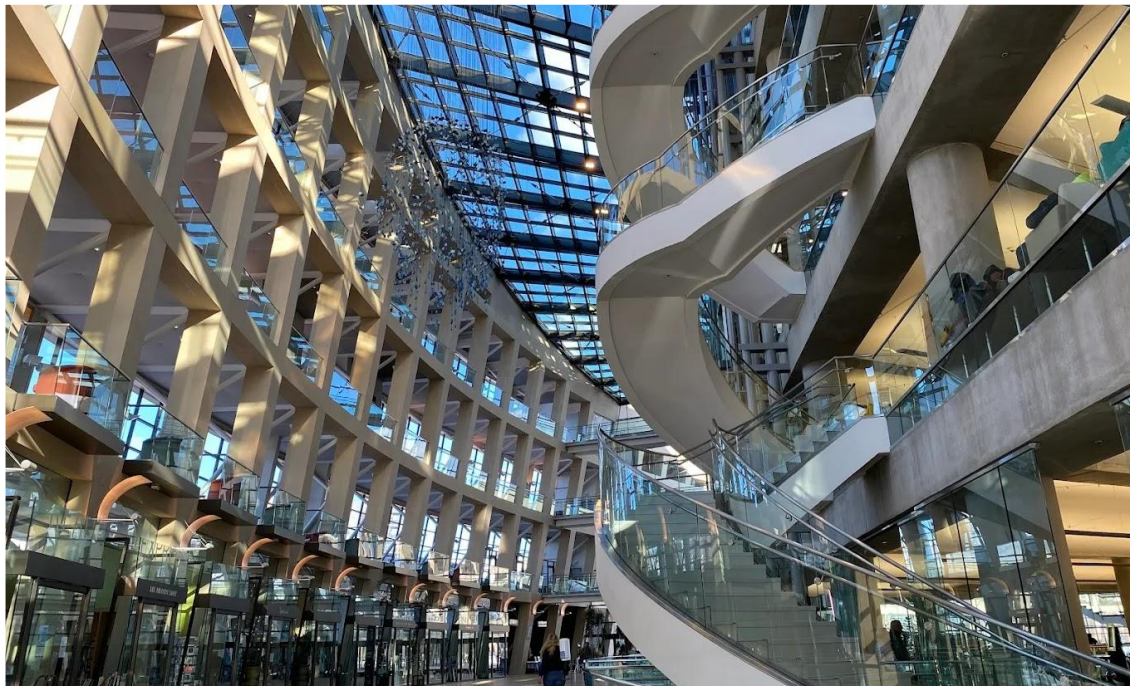
- Author Conversations
- Panel Discussions
- Interactive Competitions
- Artist Performances
- Vendor Activations
- Community Resources

The Setting:





The Prologue: Kick-off Party



SLC Public Library

We kick off the weekend with a LIterary Late Night at the library — **a party in a building known for silence.**

This is where we build excitement for the big day. With DJs, dancing, an adult spelling bee, and plenty of literary play, it's an evening designed to set the tone for the celebration ahead.



The Salt Lake Book Festival: Chapter One

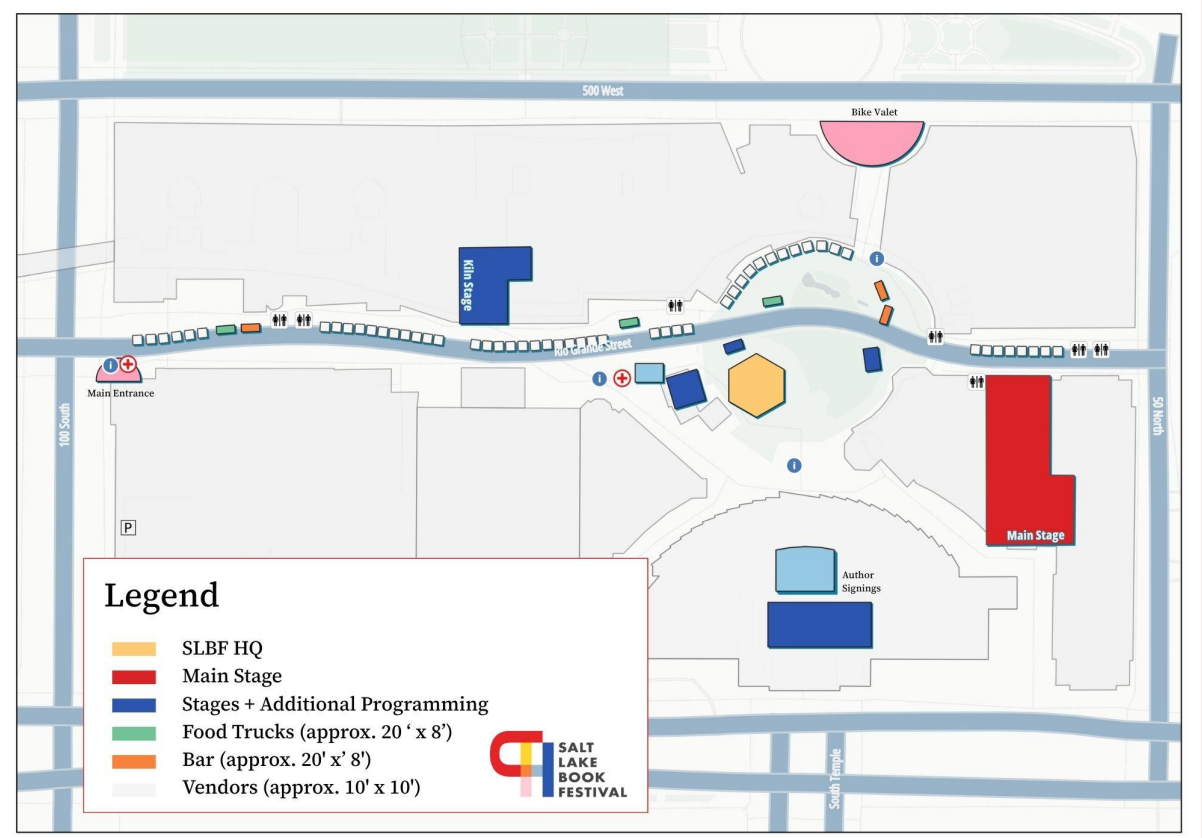


The Gateway

October in Salt Lake practically begs you to hang outside, and that's exactly what we're doing.

With 50+ vendors, 4 programming tracks, live music, and a cold beverage in hand, this is the kind of fall day you'll want to linger in — surrounded by books, conversation, and community.

Directional Event Birds Eye View





Corporate Partnership Tiers

Corporate Partnership Tiers

The Salt Lake Book Festival is made possible, in large part, by the support of our corporate partners — whose involvement unlocks valuable opportunities both in the lead-up to and throughout the event.



PLATINUM



GOLD



SILVER



BRONZE



Platinum Partner | \$30,000

This exclusive presenting partnership opportunity unlocks premium placement at the Salt Lake Book Festival. As the **presenting partner** you will receive co-branding attribution along with extensive other perks, including:

- Main Stage presenting attribution
- Logo at highest prominence on website, signage, and all marketing and onsite branding
- Included in overarching festival opening & closing remarks
- Inclusion as presenting partner in all press releases
- 3x social media posts, featuring logo lockup (e.g., main stage programming announcements)
- 10x complimentary event passes
- Complimentary booth or activation space



Gold Partner | \$15,000

Signature Partners are the primary visible partners of the festival, each associated with a key component of the Salt Lake Book Festival (e.g., named stage, programming track or activation area). This tier offers a range of partnership perks, such as:

- Naming rights for the most prominent festival areas, including but not limited to various stages, unique programming tracks, the children's space and more
- Logo on website partner page (prominent placement), programs, relevant signage and festival collateral
- 1x Dedicated social media feature post, created in consultation with your brand
- 6x event passes
- Recognition in press releases
- Complimentary booth space



Silver Partner | \$5,000

Silver Partners support core festival programming and receive brand visibility, including:

- Logo on website partner page, programs, and festival collateral
- Tagged mention in a group partner recognition social media post
- 4x event passes
- Recognition in at least one press release

Bronze Partner | \$1,500

The Supporter tier is designed for organizations that want to be on record as festival backers.

Benefits include:

- Logo listing on website partner page
- 2x event passes
- Logo inclusion in a group partner recognition social media post



Summary

	 Bronze	 Silver	 Gold	 Platinum
OPPORTUNITIES				
COMPLIMENTARY PASSES	2 Passes	4 Passes	6 Passes	10 Passes
LOGO INCLUSION	Website Partner Page	Website Partner Page Programs Festival Collateral	Website Partner Page Programs Festival Collateral Relevant Signage	Highest prominence on website Signage All marketing Festival Collateral
SOCIAL MEDIA	Logo Inclusion in Group Partners Post	Tagged Inclusion in Group Partners Post	Dedicated social media spotlight post + tagged mentions	3x social media posts, featuring logo lockup
PRESS RELEASES		Recognition in at least one press release	Recognition in press releases	Inclusion as presenting partner in all press releases
BOOTH SPACE			Complimentary booth space	Complimentary booth or activation space
FESTIVAL FEATURES			Naming rights to one of the most prominent festival areas	Main Stage Attribution Festival opening & closing remarks



Thank you for your consideration.