

# LITQUAKE

INFORMATION DECK 2019





# LITQUAKE AT A GLANCE

## **Litquake Festival**

One of the West Coast's most beloved annual literary festivals, this smart, eclectic, 80% free ten-day gathering draws booklovers of all ages and backgrounds to enjoy words and ideas, straight from the artists' mouths. Through Litquake's literacy programs Kidquake and Teenquake, creativity and freedom of expression are championed through writing contests, author talks, and workshops.

## **Lit Crawl**

Each festival closes with a massive literary pub crawl throughout the city's Mission District, bringing together 600+ authors and close to 10,000 fans for the world's largest free pop-up literary event. It is as unique as the city it aims to represent: smart and silly, worldly and wacky events presented in venues usual and unusual. Since 2008, 14 cities worldwide have launched Lit Crawl franchises: Seattle, Portland, Los Angeles, Austin, Denver, Salt Lake City, Chicago, Minneapolis, Boston, New York City, Brooklyn, Wellington (New Zealand), Cheltenham (England), Dublin (Ireland), and Kells (Ireland).

## **Year-Round Programming**

Litquake collaborates with a local network of arts programs, performance spaces, and museums to put on specialty events and limited series. For instance, the Lit Cast podcast features both emerging and award-winning authors on book tour and helps bring a wider audience to the Bay's independent booksellers. The Elder Project brings eight-week writing and storytelling workshops to retirement communities across Oakland and San Francisco, and culminates in a class anthology and live performance for friends and loved ones.

## **Mission Statement**

For 20 years, Litquake has nurtured and amplified an ever-expanding community of conversation and arts engagement in the Bay Area. Our mission is to make literature and creative expression more accessible to all ages through ever-evolving performances, readings, workshops, and film programs. By combining public life and literary art, Litquake uses literature as an agent of public good.



# LITQUAKE BY THE NUMBERS

\*Based on 2018 Festival survey results

## Attendance



## 80% Free Events



## Author Diversity

Compare to industry breakdown (DataUSA)

- 62%** White (vs. 86%)
- 11%** Asian American (vs. 4.5%)
- 11%** African American (vs. 5.7%)
- 10%** Latinx (vs. N/A)
- 2%** Native American (vs. 0.4%)
- 4%** Other (vs. 1.5%)



## Audience Education

- 97%** College Graduates
- 40%** Post-grad Degrees or PhDs



## Location

- 51.7%** San Francisco
- 29.6%** East Bay
- 8.8%** Peninsula & S. Bay
- 3.3%** Marin
- 3.4%** Other (CA)
- 3.0%** Other (USA & Int'l)



## Audience Diversity

- 65.5%** White
- 15.2%** Asian American
- 5.0%** African American
- 8.6%** Latinx
- 4.5%** Other
- 1.3%** Native American



## Gender/Orientation

- 69%** Female
- 27%** Male
- 4%** Non-binary
- 24%** Identify as LGBTQ+



## Age

- 15.8%** Under 20
- 35.2%** 20-40
- 29.1%** 40-60
- 19.8%** Over 60



## Audience Net Worth

- 78%** Over \$100k
- 35%** Over \$1 million



## Social Media Engagement

- 20k** Followers (Facebook, Twitter, and Instagram combined)
- 656.5k** Impressions (in 3 months leading to festival)
- 325k** Website Views
- 72k** Unique Visitors
- 11k** Newsletter Audience

# MAJOR PACKAGES/DELIVERABLES

## First Edition

Name recognition on Litquake.org, printed and online festival guide, poster

Print ad in festival guide, Crawl Map

Social media (5) promo & metrics across 3 platforms

Dedicated newsletter (2) promo & metrics

Venue signage and logo presence, including Opening Night Party

Lit Cast ad for sponsored events

Activations at festival events

Sponsored venue at Lit Crawl

Inclusion in Major Contributor list on newsletter

**1.4 million estimated impressions**

**Price: \$20,000**

## Hardback

Name recognition on Litquake.org, printed and online festival guide, poster

Print ad in festival guide

Social media (3) promo & metrics across 3 platforms

Newsletter (1) ad & metrics

Lit Cast ad for sponsored events

Activations at festival events

**1 million estimated impressions**

**Price: \$10,000**

## Paperback

Name recognition on Litquake.org, printed and online festival guide

Print ad in festival guide

Social media (2) promo & metrics across 3 platforms

Newsletter (1) ad & metrics

**320,000 estimated impressions**

**Price: \$7,500**

## Galley

Name recognition on Litquake.org, printed and online festival guide

Print ad in festival guide

Social media (3) promo & metrics across 3 platforms

**260,000 estimated impressions**

**Price: \$5,000**

## Final Draft

Name recognition on Litquake.org, printed and online festival guide

Social media (1) promotion & metrics across 3 platforms

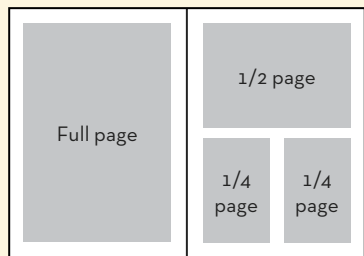
**220,000 estimated impressions**

**Price: \$3,000**

# ADVERTISING OPTIONS

## Festival Guide 6,000 printed + online version

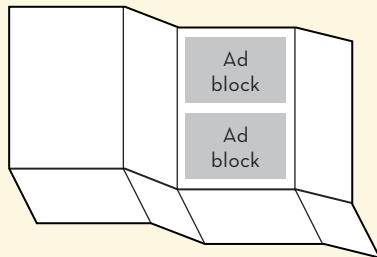
Guides are distributed in advance to Bay Area bookstores, as well as all festival venues, with a downloadable PDF available at [litquake.org](http://litquake.org).



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

## Crawl Map 3,000 printed



### STANDARD 4-COLOR:

Ad Block	3.75" x 2.5"	\$1,250
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## Newsletter 11,000 audience

Newsletter ad	\$385
Dedicated blast	\$1,925

## Social Media 20,000 audience

Facebook	\$60/post
Twitter	\$56/post
Instagram	\$5/post

## Podcast 2,000 monthly listeners

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

## Contact

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# JOIN THE LITQUAKE FAMILY



## **Past 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, California Academy of Sciences, Grove Atlantic

## **Local & National Media Coverage**

*The New York Times, BuzzFeed, Huffington Post, BBC, The Guardian, LA Times, Lit Hub, Poets & Writers, KQED, KALW, San Francisco Chronicle, 7x7, Time Out San Francisco, SF Weekly*

## **Community Partners**

826 Valencia, Green Apple Books, City Lights, Alamo Drafthouse & Cinema, Noise Pop, SFJAZZ, San Francisco Public Library, Oakland Public Library, SF Sketchfest, Yerba Buena Gardens Festival



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