#ZEEJLFColorado2019

SEPTEMBER 20-22, 2019
BOULDER PUBLIC LIBRARY

SPONSORSHIP OPPORTUNITIES

@ZEEJLF  JaipurLitfestofficial  jaipurlitfest

www.jlflitfest.org/zee-jlf-colorado
Each Other’s Stories

A festival of literature from all over the world, ZEE JLF Colorado was an event unlike any other. Free and accessible to everyone, rich with words and ideas, the Festival invited audiences to join in examining the human experience through the reflections and imaginations of distinguished contemporary authors from across the globe.

In an uplifting celebration of the mind and heart, authors from the Americas, Asia, Africa, and Europe took part in provocative conversations about life and society, economics and the arts, equity, freedom, and the care of our planet. In these critical times, the penetrating, intercultural dialogue exchanged spoke deeply to individuals and gave rise to the joy of community.

The Festival was held at the Boulder Public Library, with internationally acclaimed authors and innovative minds, bringing a taste of what has been declared the “The greatest literary show on Earth.”
Festival in Numbers

- **75 Speakers**
- **42 Sessions**
- **10 Workshops**
- **3 Musical Performances**
- **200 Volunteers contributed over 2400 hours**
- **42 Million Impressions**
- **170 News Stories**
Highlights

THE MEANING OF EVERYTHING
Simon Winchester in conversation with William Dalrymple

FORENSIC ANTHROPOLOGY:
FROM CRIME LAB TO CRIME FICTION
Kathy Reichs in conversation with Arsen Kashkashian

THE WAYFINDERS
Wade Davis in conversation with Broughton Coburn

THE WATERS: THE MELTING NORTH
Jeoff Goodell and Mark Serreze in conversation with Marcus Moench

THE POETIC IMAGINATION
John Freeman and Anne Waldman in conversation
IMMIGRANT, MONTANA:  
Amitava Kumar in conversation with Suketu Mehta

MAPPING THE HEAVENS  
Priyamvada Natarajan introduced by Namita Gokhale

NOT QUITE NOT WHITE  
Margo Jefferson and Sharmila Sen  
in conversation with Philip Lutgendorf

THE LONELINESS....  
Kiran Desai in conversation with Amitava Kumar

SHAKESPEARE LIVES:  
Chigozie Obioma, Preti Taneja, and Sabrina Dhawan in  
conversation with Ami Dayan
What They Said

Bucket list item #347 checked (stand next to Anne Waldman!) It was great fun and full of life and spirit, which cannot be underestimated in these times.”
- John Freeman

“What a festival we experienced with the energy, author exchanges, discussions, laughter, music, food, opening of our hearts, and general buzz...This was yet another deepening of the Festival landing here in Boulder. I have watched with excitement its ascent into a ‘Boulder, Colorado Happening’ after four years.”
- David C. Sanford

Thank you and your visionary leaders for the most amazing weekend in Boulder! Many of us discussed the gorgeous job - festivity and literary - in its fullness and richness.”
- Ruby Lal
Audience break up

State

- Colorado: 59%
- Out of Colorado (Within USA): 26%
- Out of USA: 9%

Age group

- 10-15: 30%
- 16-25: 15%
- 26-35: 22%
- 36-50: 24%
- 51-65: 4%
- Above 65: 5%
# ZEE JLF Colorado numbers

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*110 MILLION HASHTAG IMPRESSIONS*
Association Opportunities

JLF Colorado Sponsorship Opportunities 2019

Please contact Jessie Friedman at jlfbouldercolorado@gmail.com for more information and arrangements.
Associate Sponsor

$80,000

Sponsor will be acknowledged as the Associate Sponsor in all our promotional materials to be distributed before and during the Festival.

Associate Sponsor’s logo will be integrated into the ZEE JLF Colorado logo.

All print and online material will read:
“ZEE JLF Colorado in association with Sponsor’s Name”

Advertising
• Associate Sponsor’s logo will be featured in advertisements in digital portals and radio, and in print as a part of the official Festival logo as well as part of the official logo grid.
• Full Page Ad in the official Festival brochure.

Logo Presence
• In the all official print collateral distributed before and during the Festival.
• Associate Sponsor’s logo will be featured in all official Festival communication.

On-Site Promotion
• Sponsor’s logo will be featured on all advertising and promotional materials to be distributed for the duration of the Festival.
• On all signages, maps, and program billboards across the Festival.
• In the Official Festival Bag handed out to all Speakers, Friends of Festivals, and Delegates at the Festival.
• A 30 sec brand video will be shown twice a day across the four Festival venues.

Digital
• Sponsor’s logo will be incorporated into the official Festival website.
• The Sponsor will be acknowledged in all relevant Festival social media activities.
• Logo presence in promotional mailings and/or e-blasts to the Festival database.

Festival Experience
• Sponsor will receive passes for the Opening and Closing Receptions and for access to the Author Dining Area.
• Sponsor will receive the official Festival Bag.
Venue Sponsor

$20,000 - $50,000

Skyscapes (Capacity of 450 people)
Canyon Theater (Capacity of 210)
Steps (Capacity of 110)
Youth Venue (Capacity of 80)

The sponsor will be recognized as a Venue Sponsor and all promotional materials to be distributed before and during the festival will read:

“SPONSOR NAME” followed by the name of the venue
eg. Sponsor Skyscapes

Sponsor logo will be included
- In the official Festival logo grid.
- In the JLF Colorado flyers distributed before and during the Festival.
- In all official print collateral distributed before and during the Festival.

On-Site Promotion
- All relevant venue signage will carry the Sponsor's name.
- In the Festival brochure, a dedicated section featuring the program schedule of the venue.
- A 30 sec video shown three times a day at the sponsored venue and once a day across the other 3 Festival venues.
- Announcements recognizing the Sponsor at the sponsored venue.

Digital
- Sponsor's logo will be incorporated into the official Festival website.
- The Sponsor will be acknowledged in all relevant ZEE JLF Colorado social media activities.
- Logo presence in promotional mailings and/or e-blasts to the Festival database.

Festival Experience
- Sponsor will receive passes for the Opening and Closing Receptions and for access to the Author Dining Area.
- Sponsor will receive the official Festival Bag.
Community

SPONSOR AN OUTREACH WORKSHOP
Free Creative Writing and Expressive Arts Programs in schools and organizations working with underserved and/or at-risk youth, taught by professional Authors and Artists

OUTREACH SPONSORSHIP: $1000
Benefits:
1. **Business or Individual Name Listed** in Brochure and Program Grid as Outreach Workshop Sponsor
2. **Logo Presence** Presence in all relevant print collateral distributed across the Festival. Logo presence in promotional mailings and/or e-blasts to the Festival database.
3. **Digital Presence** Sponsor will be acknowledged on ZEE JLF Colorado website.

Add-on Outreach Sponsorship with Full Page Ad: $1500
Benefits: to include the promotional opportunities 1-3 and
4. Full Page Ad in Program Booklet

Add-on + Outreach Sponsorship with Ad and T-Shirt Sponsorship $5000
Benefits: to include promotional opportunities 1-4 and
5. Your Business Logo and or Name on the Back of 175 Volunteer T-shirts worn throughout the Festival Weekend by all Volunteers and Staff!
SPONSOR A FESTIVAL SESSION: $2500

Benefits:
1. Business or Individual Name Listed in Brochure and Program Grid as Sponsor for specific Session of your Choice, depending upon availability

2. 2 Tickets to Opening Dinner

3. Meet and Greet with Author

4. Lunch in Private Author Dining Area

5. Logo Presence: Presence in all relevant print collateral distributed across the Festival. Logo presence in promotional mailings and/or e-blasts to the Festival database.

6. Digital Presence: Sponsor will be acknowledged on ZEE JLF Colorado website.

Add-on Session Sponsorship with Full Page Ad: $3000
Benefits: to include the promotional opportunities 1-6 and

7. Full Page Ad in Program Booklet

Add-on + Session Sponsorship with Ad & Video presentation: $3500
Benefits: to include the promotional opportunities 1-7 and

8. Additional Stage Branding During Session

9. 30 Second Video

10. Opportunity to Introduce the Session

Add-on + T-Shirt Sponsor: $5,000
Benefits: to include promotional opportunities 1-10 and

11. Your Business Logo and or Name on the Back of 175 Volunteer T-shirts worn throughout the Festival Weekend by all Volunteers and Staff!

12. 2 Tickets to Closing Dinner
**SPONSOR AN AUTHOR: $3000**

Benefits:
1. **Business or Individual Name Listed** in Brochure and Program Grid as Sponsor for specific Author of your Choice, depending upon availability
2. **2 Tickets** to Opening Dinner
3. **Meet and Greet** with Author
4. **Lunch** in Private Author Dining Area
5. **Logo Presence:** Presence in all relevant print collateral distributed across the Festival. Logo presence in promotional mailings and/or e-blasts to the Festival database.
6. **Digital Presence:** Sponsor will be acknowledged on ZEE JLF Colorado website.

**Add-on:** Sponsor an Author with Full Page Ad: $3500

Benefits: to include promotional opportunities 1-6 and
7. Full Page Ad in Program Booklet

**Add-on + T-Shirt Sponsor:** $5,000

Benefits: to include promotional opportunities 1-7 and
8. Your Business Logo and or Name on the Back of 175 Volunteer T-shirts worn throughout the Festival Weekend by all Volunteers and Staff!

9. **2 Tickets to Closing Dinner**

**SPONSOR FESTIVAL AUTHORS’ LUNCH: $4000**

**Saturday or Sunday in Private Author Dining Area**

Benefits:
1. **Business or Individual Name Listed** in Brochure and Program Grid as Sponsor for Author Lunch
2. **2 Tickets** to Opening Dinner
3. **2 Tickets to** Closing Dinner
4. **Lunch** in Private Dining Area
5. **Logo Presence:** Presence in all relevant print collateral distributed across the Festival. Logo presence in promotional mailings and/or e-blasts to the Festival database.
6. **Digital Presence:** Sponsor will be acknowledged on ZEE JLF Colorado website.

**Add-on:** T-Shirt Sponsor with Full Page Ad: $4500

Benefits: to include benefits 1-6 and
7. Full Page Ad in Program Booklet
T-SHIRT SPONSOR: $4000

Benefits:
1. Have your Business Logo and or Name on the Back of 175 Volunteer T-shirts worn throughout the Festival Weekend by all Volunteers and Staff!
2. 2 Tickets to Opening Dinner
3. 2 Tickets to Closing Dinner
4. Lunch in Private Dining Area
5. Logo Presence: Presence in all relevant print collateral distributed across the Festival. Logo presence in promotional mailings and/or e-blasts to the Festival database.
6. Digital Presence: Sponsor will be acknowledged on ZEE JLF Colorado website.

Add-on: T-Shirt Sponsor with Full Page Ad: $4500
Benefits: to include benefits 1-5 and
7. Full Page Ad in Program Booklet

SPONSOR SATURDAY NIGHT FREE CONCERT: $5000

JLF Colorado brings Award Winning Renowned Musicians to the Festival at the Boulder Public Library for Saturday Night Concert – FREE to the Public!!

Benefits:
1. Business or Individual Name Listed in Brochure and Program Grid as Sponsor for Saturday Night Concert
2. 2 Tickets to Opening Dinner
3. 2 Tickets to Closing Dinner
4. Meet and Greet with Musicians
5. Logo Presence: Presence in all relevant print collateral distributed across the Festival. Logo presence in promotional mailings and/or e-blasts to the Festival database.
6. Digital Presence: Sponsor will be acknowledged on ZEE JLF Colorado website.

Add-on: Sponsor Saturday Night Free Concert with Full Page Ad: $5500
Benefits: to include promotional opportunities 1-6 and
7. Full Page Ad in Program Booklet
SPONSOR THE OPENING NIGHT AUTHOR/VIP GALA: $7500

Benefits:
1. **Business or Individual Name Listed** in Brochure and Program Grid as Sponsor for Opening Night Author Gala
2. **4 Tickets** to Opening Dinner
3. **Meet and Greet** with Authors
4. **Opportunity for Opening Remarks** at the Gala
5. **Logo Presence:** Presence in all relevant print collateral distributed across the Festival. Logo presence in promotional mailings and/or e-blasts to the Festival database.
6. **Digital Presence:** Sponsor will be acknowledged on ZEE JLF Colorado website.

**Add-on:** Sponsor Author/VIP Opening Night Dinner/Gala with Full Page Ad: $7850
Benefits: to include benefits 1-6 and
7. Full Page Ad in Program Booklet

INDIVIDUAL ADS:
½ Page Ad in Program Booklet (distribution 4000+): $350

Full Page Ad in Program Booklet: $650

JLF Colorado Business Partner: $500 – Offer a discount or perk to Festival Participants and be listed as a Preferred Business Partner on Fliers and Inserts, with your business details, in all the JLF Colorado Festival Bags (1500+)
2018 ZEE JLF Colorado Sponsors
The arts of India are unrivaled in their depth, diversity, and mystery, and showcasing it to global audiences requires a deep understanding of our culture, an acute sense of relevance in programming, and an unflinching attention to detail. Above all, we at Teamwork believe in love and respect for the artist.

For over 25 years, Teamwork Arts has taken India to the world and brought the world to India. In countries such as Australia, Canada, Egypt, France, Germany, Hong Kong, Italy, Israel, Korea, Singapore, South Africa, Spain, the United Kingdom, and the United States, Teamwork produces over 25 highly acclaimed performing arts, visual arts, and literary festivals across more than 40 cities. Teamwork Arts produces one of the world’s largest free literary gatherings, the annual Jaipur Literature Festival, the Ishara International Puppet Festival in New Delhi, the annual Mahindra Excellence in Theatre Awards (META) and Festival, the international festivals Shared History in South Africa, Eye on India in the United States of America, India by the Bay in Hong Kong, the Indo Africa Summit in Delhi, and many more.

Website: www.teamworkarts.com