

CONVENTION AND VISITOR'S BUREAU TOURISM
DEVELOPMENT SPONSORSHIP AGREEMENT

THIS AGREEMENT between the City of Columbia, Missouri, a municipal corporation (hereinafter "City") and The Columbia Book Festival, Inc., a NonProfit Corporation organized in the State of Missouri (hereinafter "Grant Recipient") is entered into on the date of the last signatory noted below (the "Effective Date"). City and Grant Recipient are each individually referred to herein as a "Party" and collectively as the "Parties."

WHEREAS, Grant Recipient has submitted its application for event funding to the Columbia Convention and Visitors Bureau ("CVB"); and

WHEREAS, the event proposed by Grant Recipient (the "Event") together with the Tourism Fund funding request is more fully set forth in Exhibit A attached hereto and incorporated herein by reference; and

WHEREAS, the use of tourism funds proposed by Grant Recipient will further the planning and promotion of a tourist event which will have a substantial potential to generate overnight visitations.

NOW, THEREFORE, the Parties hereto, for good and sufficient consideration, the receipt of which is hereby acknowledged, intending to be legally bound, do hereby agree as follows:

1. City agrees to provide tourism funding to Grant Recipient in the amount of Ten Thousand Dollars (\$ 10,000.00) in exchange for Grant Recipient conducting the Event and providing the services set forth in Exhibit A. Grant Recipient agrees that it is responsible for all funds made available to Grant Recipient by this Agreement and further agrees that it will reimburse to City any funds expended in violation of city, state, or federal law or in violation of this Agreement. Should the Event be cancelled, Grant Recipient shall, within thirty (30) days, refund to the City all money paid by the City.
2. Grant Recipient agrees that it will make no material changes in the approved Event unless such changes are approved in writing by City prior to the Event.
3. Grant Recipient agrees that it is subject to audit and review on request by City. If Grant Recipient has a financial audit prepared, that report shall be furnished to the CVB.
4. Grant Recipient agrees that all funds received from City will be expended as approved by City Council and none of the funds shall be diverted to any other use or purpose, except as recommended by the CVB's Advisory Board and as approved by the City Council. Full records of all expenditures and disbursements and any income from the provision of the Event described in Grant Recipient's proposal shall be kept and open

to City inspection during regular business hours.

5. Grant Recipient agrees to provide the Convention and Visitors Bureau with copies of all financial documentation no later than ninety (90) days following the last day of the funded event, as outlined in the Post-Event Documentation Procedures established by the CVB. Documentation must include copies of checks issued for payment of services or items, copies of corresponding invoices and copies of any required contracts. If Grant Recipient does not provide financial documentation, Grant Recipient may not be eligible for future funding. This paragraph does not limit other remedies available to the City in the event Grant Recipient breaches this Agreement.

6. Grant Recipient agrees that the CVB and City will be recognized as outlined in Grant Recipient's proposal.

7. Termination Provisions.

- a. By Mutual Agreement. This Agreement may be terminated at any time during its Term upon mutual agreement by both Parties.
- b. By Convenience. With ten (10) days written notice, either Party may terminate this Agreement for convenience. If terminated by Grant Recipient, Grant Recipient shall return all grant proceeds.
- c. By Default. Upon the occurrence of an event of Default, the non-Defaulting Party shall be entitled to immediately terminate this Agreement.

8. **HOLD HARMLESS AGREEMENT.** To the fullest extent not prohibited by law, Grant Recipient shall indemnify and hold harmless the City of Columbia, its directors, officers, agents, and employees from and against all claims, damages, losses, and expenses (including but not limited to attorney's fees) for bodily injury and/or property damage arising by reason of any act or failure to act, negligent or otherwise, of Grant Recipient, of any subcontractor (meaning anyone, including but not limited to consultants having a contract with Grant Recipient or a subcontractor for part of the services), of anyone directly or indirectly employed by Grant Recipient or by any subcontractor, or of anyone for whose acts the Grant Recipient or its subcontractor may be liable, in connection with providing these services. This provision does not, however, require Grant Recipient to indemnify, hold harmless, or defend the City of Columbia from its own negligence. This clause shall survive termination of this Agreement.

9. Miscellaneous Clauses

- a. No Assignment. This Agreement shall inure to the benefit of and be binding upon the Parties and their respective successors and permitted assigns. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party.
- b. Amendment. No amendment, addition to, or modification of any provision hereof shall be binding upon the Parties, and neither Party shall be deemed to have waived any provision or any remedy available to it unless such amendment, addition, modification or waiver is in

writing and signed by a duly authorized officer or representative of the applicable Party or Parties.

- c. **Governing Law and Venue.** This contract shall be governed, interpreted, and enforced in accordance with the laws of the State of Missouri and/or the laws of the United States, as applicable. The venue for all litigation arising out of, or relating to this contract document, shall be in Boone County, Missouri, or the United States Western District of Missouri. The Parties hereto irrevocably agree to submit to the exclusive jurisdiction of such courts in the State of Missouri. The Parties agree to waive any defense of forum non conveniens.
- d. **General Laws.** Grant Recipient shall comply with all federal, state, and local laws, rules, regulations, and ordinances.
- e. **Employment of Unauthorized Aliens Prohibited.** If this Agreement is an award of a contract or grant in excess of five thousand dollars, Grant Recipient agrees to comply with Missouri State Statute Section 285.530 in that Grant Recipient shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien to perform work within the State of Missouri. As a condition for the award of this contract or grant, Grant Recipient shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. Grant Recipient shall also sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Grant Recipient shall require each subcontractor to affirmatively state in its contract with Grant Recipient that the subcontractor shall not knowingly employ, hire for employment or continue to employ an unauthorized alien to perform work within the State of Missouri. Grant Recipient shall also require each subcontractor to provide Grant Recipient with a sworn affidavit under the penalty of perjury attesting to the fact that the subcontractor's employees are lawfully present in the United States.
- f. **No Waiver of Immunities.** In no event shall the language of this Agreement constitute or be construed as a waiver or limitation for either party's rights or defenses with regard to each party's applicable sovereign, governmental, or official immunities and protections as provided by federal and state constitutions or laws.
- g. **Nondiscrimination.** During the performance of this Agreement, Consultant shall not discriminate against any employee, applicant for employment or recipient of services because of race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, or national origin, or any other protected category. Consultant shall comply with all provisions of laws, rules and regulations governing the regulation of Equal Employment Opportunity including Title VI of the Civil Rights Act of 1964 and Chapter 12 of the City of Columbia's Code of Ordinances.

- h. Notices. Any notice, demand, request, or communication required or authorized by the Agreement shall be delivered either by hand, facsimile, overnight courier or mailed by certified mail, return receipt requested, with postage prepaid, to:

If to City:

City of Columbia
Convention and Visitors Bureau
P.O. Box 6015
Columbia, MO 65205-6015
Attn: Director

If to Grant Recipient:

Columbia Book Festival, Inc.
Attn: Alex George
608 Westmount Avenue
Columbia, MO 65203

The designation and titles of the person to be notified or the address of such person may be changed at any time by written notice. Any such notice, demand, request, or communication shall be deemed delivered on receipt if delivered by hand or facsimile and on deposit by the sending party if delivered by courier or U.S. mail.

- i. Counterparts and Electronic Signatures. This Agreement may be signed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same document. Faxed signatures, or scanned and electronically transmitted signatures, on this Agreement or any notice delivered pursuant to this Agreement, shall be deemed to have the same legal effect as original signatures on this Agreement.
10. Contract Documents. This Agreement includes the following exhibits, which are incorporated herein by reference:

Exhibit	Description
A	Grant Recipient's Event Proposal

In the event of a conflict between the terms of an exhibit and the terms of this Agreement, the terms of this Agreement controls.

11. Entire Agreement. This Agreement represents the entire and integrated Agreement between Grant Recipient and City. All previous or contemporaneous agreements, representations, promises and conditions

relating to Grant Recipient's Event and services described herein are superseded.

[SIGNATURE PAGE FOLLOWS]

EXHIBIT A

FY2022 TOURISM DEVELOPMENT FUNDING APPLICATION City of Columbia – Convention & Visitors Bureau Tourism Development Fund FESTIVALS & EVENTS (TDFE)

Applications must be typed.

Event Name: UNBOUND BOOK FESTIVAL

Event Organizer: COLUMBIA BOOK FESTIVAL, INC.

Event Dates: 4/21 – 4/24 Event Locations: Columbia Public Schools (Friday); Missouri Theatre (Friday); Downtown locations (Thursday and Saturday); Stephens College (Sunday)

Total Event Cost: \$164,000.00 Amount Requesting: \$10,000.00

Describe how the funds will be used:

We will use all funds awarded to meet a portion of the costs of travel and accommodation required to bring visiting authors and poets to Columbia for the festival.

	Last Fiscal Year	Current Fiscal Year	Next Fiscal Year
Organization's Operating Income	\$50,773	164,600 (budgeted)	TBD
Organization's Operating Expenses	\$68,869	164,000 (budgeted)	TBD

Will this event be held without tourism development funding? Yes No

Is this a new event? Yes No

Have all required permits, licenses, etc. been secured? Yes No

Have you received tourism development funds before? Yes No

If Yes, how much and when?

2016 - \$5,000 from discretionary fund

2017 - \$5,000 from discretionary fund

2018 - \$5,000 from discretionary fund

2019 - \$5,000 from discretionary fund

2020/1 - \$10,000 – this was subsequently re-applied to 2021 after cancellation of the 2020 festival due to COVID-19.

Narrative:

1.	<p>Briefly Describe the Event:</p> <p>The purpose of the festival is to raise awareness of the literary arts, to celebrate books, and to encourage a love of reading. The seventh Unbound Book Festival will take place from Thursday, April 21, to Sunday April 24, 2022. It will take place at Columbia Public Schools, the Missouri Theatre, a variety of downtown venues, and the campus of Stephens College.</p> <p>We will have a launch event on the evening of Thursday, April 21, at a downtown location to be determined.</p>
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Friday will, as usual, be the "Authors in the Schools" event. Bestselling author Jerry Craft is our keynote speaker this year. He will give two presentations at the Missouri Theatre during the day. Other authors will visit local classrooms to present to students. Also on Friday we will host a poetry event in the afternoon for local poets, and in the evening is our keynote event (also at the Missouri Theatre) featuring Pulitzer Prize winning novelist, Viet Thanh Nguyen. We will fill the theatre three times on Friday! It's going to be a busy day.

Saturday is the busiest day of the festival, when we present the usual wide range of events including readings, panels, signings, conversations, and other book-related activities.

On Sunday we are launching an entirely new event called "Write On!" This will take place on the campus of Stephens College and is designed specifically for writers and aspiring writers.

As always, all Unbound events are open to the public and are completely free for everyone to attend. The only exception is that we will be charging a small attendance fee for the "Write On!" event.

2. How do you plan to market and promote the event to attract visitors from outside Boone County and increase attendance?

The 2022 marketing campaign will be far-reaching and comprehensive. Our Outreach Committee is very engaged and dynamic and is focused on spreading word about Unbound beyond its traditional customer base, with the hope of attracting a wider range of ages and a more diverse audience to attend. This goal is being pursued on multiple fronts, from social media initiatives to new promotional events. In addition to a wide variety of local advertising (including in-kind media sponsorships with KBIA, KOPN, and CoMo Magazine, etc.) it will include:

- Active and engaged use of social media (Facebook, twitter, Instagram)
- An easy to use (and newly redesigned) website (www.unboundbookfestival.com)
- A short video showing highlights of previous festivals
- A regularly updated blog with news, announcements and information
- Regular e-newsletter sent out to subscribers (2,867 at time of submission);
- Local and National media editorial coverage
- Press Releases drafted and disseminated nationally by The Beenders Walker Group
- Promotions with Skylark Bookshop, whose customers are spread across the country. (Their e-newsletter has more than 8,000 subscribers.)
- The Unbound podcast, featuring recordings of older Unbound events
- Having most of the events from the 2021 festival available online 24/7 is also a helpful marketing tool
- Banners on 9th Street in the District
- Extensive attendance by festival organizers at book clubs and other social groups to promote the festival and encourage attendance and volunteering
- Annual presentation at OSHER by the festival director

- Posters distributed throughout the community
- Yard signs
- A coordinated and comprehensive campaign aimed specifically at schools
- Increasing national awareness of the event, evidenced by national coverage on popular websites like Lithub, and Southern Living, and an article that names Columbia as one of the "most literary places on earth":
 - <https://lithub.com/celebrating-literature-in-william-stoners-college-town/>
 - <https://lithub.com/dreaming-of-being-a-writer-when-youve-never-actually-met-one/>
 - <https://www.southernliving.com/travel/best-bookstores?slide=86f34039-0076-4073-b387-534b1efe0171#86f34039-0076-4073-b387-534b1efe0171>
 - <https://www.quora.com/Whats-the-most-literary-place-on-earth>
- We also ask our authors to promote the festival to their readers, which greatly increases the event's visibility nationwide.
- In 2019 the Fiction/Non/Fiction podcast did a live podcast from the festival, and they will be returning in 2022.
- C-SPAN has filmed a number of Unbound events over the years and we will be approaching them again to see if they are interested.
- This year a number of independent booksellers from throughout the Midwest will be attending and we are also aware of a journalist from the book industry's national trade publication, Publishers Weekly, who will be attending – so we anticipate that the festival's national reputation will continue to grow.

3 How will your event increase overnight stays?

In addition to the visiting authors, who will be traveling from across the United States, the festival has been attracting increasing numbers of visitors from outside the Boone County area. See attached sheet for demographic information about visitors from 2019. (Since we have not put on an in-person festival since then we do not have any more up-to-date data.)

As we expand the festival from two days (Friday to Saturday) to four (Thursday to Sunday), we anticipate that this will also increase the number of rooms booked as a result of the festival.

4. How many overnight stays do you estimate the event will generate?: 730 (# of rooms x # of nights)

We have a block booking for festival authors at the Broadway Hotel of 40 rooms for Friday and Saturday nights; this will be increased as a number of authors will be arriving on Thursday to participate in either Thursday evening or Friday activities. Some authors may also stay a little later and leave on Monday, rather than Sunday because of the "Write On!" event on Sunday. Assume a total of 100 overnight stays in total for authors.

In 2022 we estimate an attendance of 10,500. The figure in 2019 was 9,500, and we think that we can expect an increase in attendance for the following reasons: (a) a general increasing awareness of the festival that grows with each year; (b) the excellent work of the Outreach committee in expanding our marketing and publicity activity as outlined above; (c) general enthusiasm and excitement for the festival after two years without being able to meet in person; (d) the expanded reach of 2020's online festival

which grew our audience and raised awareness of Unbound well beyond its usual geographic parameters; and (e) bringing the festival to downtown venues on Saturday April 23. For clarity, this number reflects the aggregate number of seats occupied, so a single visitor could attend four events and be counted four times. Assuming that on average a visitor will attend 3 events, and ignoring for these purposes the 3,000 students who will participate in "Authors in the Schools" events on Friday, that would suggest that our 10,500 attendance figure represents approximately 2,500 unique individuals. (Given that the Missouri Theatre alone holds 1,100 people, this seems like a conservative estimate.)

The last available demographic survey from 2019 (attached) suggests that approximately 13% of festival visitors lived either out of state or more than 90 miles from Columbia. That would represent 325 guests. Assuming people traveling would probably stay at least two nights (Friday and Saturday), that would represent, conservatively, 630 overnight stays.

Total estimated overnight stays: $100 + 630 = 730$

5. Have you contacted local hotels?

Yes.

If yes, which ones?

As in previous years, our authors will be staying at the Broadway Hotel. We would also like to partner with other local hotels to encourage out-of-town visitors to book rooms with them. We would be happy to include participating hotels' information on the website.

We have also arranged with the Tiger Hotel to use their ballroom to host some of our larger events.

6. What method will you use to track overnight stays?

We plan to strongly encourage all attendees to complete a brief and simple online survey during (and after) the festival. We would be happy to include a specific question about hotel stays if that would be helpful.

We will also have non-online survey cards available during the festival and encourage these to be completed as well.

We will also work with all hotels to try and gauge the extent to which visitors coming in that weekend are here for the festival.

7. Will your event increase retail, food & beverage expenditures by out of market visitors and in increase tourism overall?

We certainly believe so, and much more so than in previous years. As we explain in our response to Question 9 below, the festival will be held in a variety of downtown locations

on Saturday, April 23, and we anticipate that this will greatly increase the expenditure by festival goers during the festival weekend on food and other retail purchases.

8. Have you secured event sponsorships? (attach any sponsorship materials)

As at the date of writing, we have secured the following sponsorships:

Burrell Behavioral Health
CoMo Magazine (in kind)
Daniel Boone Regional Library
Fretboard Coffee (in kind)
Hawthorn Bank
Heart, Body and Soul
KBIA (in kind)
KOPN (in kind)
Mid-Missouri Assistance League
Missouri Cotton Exchange (in-kind)
MU Honors College
MU Libraries
N.H. Scheppers (in kind)
Orr Street Studios (in kind)
Ragtag Cinema (in kind)
Restoration Eyecare
Serendipity Salon (in kind)
Shortwave Coffee (in kind)
Skylark Bookshop
Stephens College (in kind)
Tiger Hotel (in kind)
Top Ten Wines (in kind)
University of Missouri Press

We continue to discuss sponsorship opportunities with a variety of parties and anticipate that this list will continue to grow.

A copy of the sponsorship "menu" options with this year's sponsorship packages is attached to this application.

9. List any other important factors or issues about this event that you feel we should know about:

It has been a challenging couple of years for Unbound, as it has for a great many nonprofit arts organizations. We were forced to cancel our 2020 event at the eleventh hour when the pandemic first struck. In 2021 we pivoted to take the whole event online and, rather than having the festival over one weekend, we spread it out over three months. While not being what anyone wanted – much of the appeal of book festivals lies in being in the same room as the authors and like-minded people – the online festival was, by just about any measure, a success. Sixty-nine authors appeared and over 50,000 people have watched one of the 2021 events – that figure continues to grow since they are still available to be watched online and continue to attract views. This also

gave us some much-needed experience in putting on virtual events and leaves us confident that, should the unthinkable happen and we have to cancel again, we will be able to pivot and present another online festival, if necessary.

The biggest news for 2022, apart from the fact that we will (health considerations permitting) be back in person once again, is that we will be moving the festival downtown on Saturday, April 23. At the time of writing, the following venues and businesses have agreed to participate and host Unbound events: Tiger Hotel, Broadway Hotel, Serendipity Salon, Ragtag Cinema, Shortwave Coffee, Fretboard, Top Ten Wines, and Orr Street Studios. We are also considering the possibility of applying to the city to close the section of 9th Street between Broadway and Cherry Street.

We're very excited at the possibilities offered by the move downtown, both in terms of the opportunity to introduce more of the community to the festival; our ability to work with and benefit local businesses; and the new options we have in terms of programming. It feels like the next logical step as Unbound continues to grow.

A note on last year's numbers: both revenue and expenses were much reduced last year. While taking the festival online did create some additional costs, we also managed to avoid some categories of expense entirely, in particular author travel and accommodation, printing, and hospitality. By the same token, sponsorship levels were very significantly down to previous years (especially in-kind sponsorships, for obvious reasons.) Consequently last year's numbers are much lower than in previous years. We hope to see a swift return to the level of previous years.

TOTAL BUDGET FY 2022
City of Columbia – Convention & Visitors Bureau Tourism Development Fund
FESTIVALS & EVENTS (TDFE)

EVENT BUDGET - REVENUES
 Round to the nearest dollar

ORGANIZATION NAME:

EVENT NAME:

	1	2	3
REVENUES	CASH	*IN-KIND should net to zero	TOTAL BUDGET (COLUMN 1+2)
1. Direct Support – Sponsorships, Fundraising/Donations (document in-kind*)	\$105,000	\$32,900	\$137,900
2. Government Support** (city, county, schools, etc.)	10,000		10,000
A. CVB			
B. OCA	4,966		4,966
C. MO Humanities Council	2,500		2,500
3. Program Fees: Admissions/Tickets	2,500		2,500
Sales of items	3,000		3,000
Other	1,200		1,200
4. Other Misc. (be specific)			
5.			
6.			
TOTAL REVENUE	\$129,166	\$32,900	\$162,066

*In-kind good or service anticipated	Source of donation	Estimated value
Media (radio, magazine)	KBIA, KOPN, COMO Mag	\$19,750
Hospitality	N.H. Scheppers, caterer	\$2,500
Venue use	Stephens College, Tiger Hotel, Orr Street Studios, Top Ten Wines, Serendipity, Fretboard Coffee, Shortwave Coffee, Ragtag Cinema	\$9,150
Merchandise	MO Cotton Exchange	\$1,500
		\$

**Name of program	Source of donation	Estimated value
Convention and Visitors Bureau TDP	City of Columbia	\$10,000
Office of Cultural Affairs	City of Columbia	\$4,996
MO Humanities Council	State of Missouri	\$2,500

**EVENT BUDGET continued, - EXPENDITURES
FESTIVALS & EVENTS (TDFE)**

Round to the nearest dollar

ORGANIZATION NAME: COLUMBIA BOOK FESTIVAL, INC.

EVENT NAME: UNBOUND BOOK FESTIVAL 2022

EXPENDITURES (itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1. Personnel				
Artistic		72,466		72,466
Technical				
Administrative				
Other				
2. Equipment Rental				
Walkie Talkies		150		150
Venues		3,000	9,150	12,150
3. Supplies & Materials				
Merch		2,000	1,500	3,500
Sundry Office Supplies		600		600
Volunteer T-shirts, Lanyards, etc.		2,250		2,250
Books		3,000		3,000

4. Travel				
Travel	5,000	9,000		14,000
Accommodation	5,000	9,000		14,000
5. Promotion and Publicity				
Advertising/Marketing				
Local (In Boone County)		500	19,750	20,250
Outside Boone County		1,000		1,000
Printing		4,000		4,000
Postage		100		100
6. Other (be specific)				
Hospitality		2,000	2,500	4,500
Photos, Video, Signers, CPA		6,000		6,000
Website, COMO Gives		1,000		1,000
Car Service, gifts, misc fees		2,500		2,500
TOTAL EXPENDITURES	10,000	118,566	32,900	161,466
TOTAL REVENUES (from page 10)	10,000	119,166	32,900	162,066

*In-kind should net to zero

SIGNATURE/DISCLAIMER

We, the undersigned, hereby certify that we have read and understand the Tourism Development Program Policies and Procedures and that all information included with our application is true and correct. We do hereby agree to submit all financial documentation regarding TDFE expenditures as required.



Applicant Authorized Signature

1/31/2022
Date

Print Name: Alex George

Title: Director

Email: mail@unboundbookfestival.com

Name of Primary Contact & Email: (if different than above): as above

Legal name of Organization: Columbia Book Festival, Inc.

Name of Organization President/or Chair of Board: Sunitha Bosecker

Address: 608 Westmount Avenue, Columbia, MO 65203

Phone: (573) 239 3734

Email: mail@unboundbookfestival.com

Web Site: www.unboundbookfestival.com

Federal ID Number (required): 47-2530900

This organization is: Independently chartered

Private

Non-Profit X

Other (please describe) :

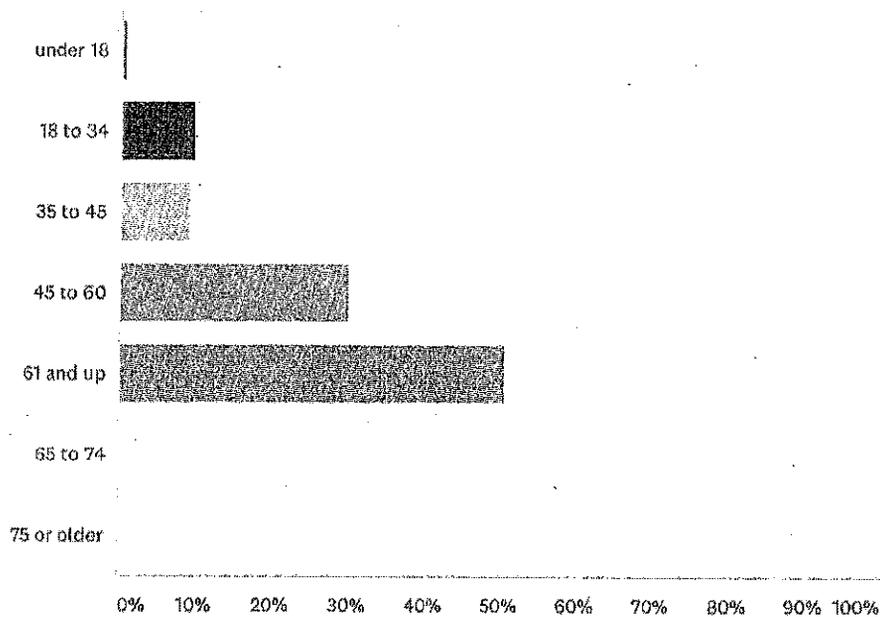
UNBOUND BOOK FESTIVAL

DEMOGRAPHICS

Please note that the attached data is drawn from online guest questionnaires completed after the 2019 festival – the last time we held the event in person.

Age

These are the ages of those who responded. Again, please note that this only relates to guests who attended the festival on Saturday: it does NOT take into account students who participated in the “Authors in the Schools” event on Friday, which would obviously hugely increase the Under 18 category.



Geographical Information

76% of respondents were residents of Columbia, which marks a slight increase in out-of-town visitors from previous surveys. Of the remaining 24%, 11% were non-Columbia residents of central Missouri and 11% were from Missouri towns over 90 miles from Columbia, including Cape Girardeau, Kirksville, St. Louis and Springfield. Just over 2% of respondents were from out of state, including visitors from Oklahoma, Minnesota, Illinois, and Kansas.



UNBOUND

BOOK FESTIVAL

Bestselling and award-winning nationally-recognized authors and poets will come to Columbia, Missouri from across the United States to participate in the festival, which takes place April 21st to 24th, 2022. There will be stimulating and entertaining panel discussions and other related events and performances.

Our keynote speaker, Pulitzer-prize winner Viet Thanh Nguyen will speak on Friday, April 22 at the Missouri Theater.

All events are FREE TO THE PUBLIC. The Unbound Book Festival is a 501(c)(3) not-for-profit organization.

2022 will be the festival's seventh year. More than 50,000 guests attended an Unbound virtual event in 2021. For more information, go to unboundbookfestival.com or write to us at mail@unboundbookfestival.com. Deadline for all sponsorship decisions is Feb. 1, 2022

Sponsorship Packages 2022	Presenting Sponsor	First Edition	Hardcover	Paperback	E-Book
	\$15,000 Limited to one, category exclusive	\$7,000 Limited to three, category exclusive	\$3,500	\$1,750	\$750
Name and logo prominently displayed on all printed and online material.	YES	YES	YES	NO	NO
Opportunity to introduce various authors	YES including Keynote	YES	NO	NO	NO
Thanked from stage	Every event at every venue	Every event at every venue	Selected events	Selected events	Selected events
Full back ad in program (circulation 3,000 plus online with linked content)	Full page	Full page	Half page	Quarter page	Eighth page
Featured in radio campaign (not including KBIA)	YES	YES	NO	NO	NO
Tickets to Friday Author VIP reception (valued at \$50 each)	8	6	4	2	2
Logo displayed and linked from Unbound website	YES	YES	YES	YES	YES
Booth in festival "hub"	YES	YES	YES	YES	YES
Recognition in e-newsletters	Always	Sometimes, with logo	Sometimes, without logo	Sometimes	Sometimes
Logos on ads in <i>COMO Magazine</i>	YES	YES	YES	YES	YES
Logos on posters	YES	YES	YES	YES	YES
Co-Event Sponsor on Facebook	YES	NO	NO	NO	NO
Custom Lighting of Logo	YES	NO	NO	NO	NO

Name of company: _____

Signature: _____

Date: _____