

**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, Grant Recipient 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:
The Columbia Book Festival, Inc.
On behalf of the Unbound Book Festival
608 Westmount Avenue
Columbia, MO 65201
Attn: Alex George

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]

FY2023 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 2023

Event Organizer: COLUMBIA BOOK FESTIVAL, INC.

Event Dates: 4/20 – 4/23 Event Location: Various Columbia venues

Total Event Cost: \$176,306 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 hotel accommodation for the authors and poets who will be visiting Columbia for the festival.

	Last Fiscal Year	Current Fiscal Year	Next Fiscal Year
Organization's Operating Income	145,240	177,606 (per budget)	TBD
Organization's Operating Expenses	154,093	176,306 (per budget)	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

2017 - \$5,000

2018 - \$5,000

2019 - \$5,000

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

2022 - \$10,000

Narrative:

1. Briefly Describe the Event:

The eighth Unbound Book Festival will take place from Thursday, April 20, to Sunday April 23, 2023. It will take place at Columbia Public Schools, the Missouri Theatre, a variety of downtown venues, and the campus of Stephens College.

We will have a launch event on the evening of Thursday, April 20, at Orr Street Studios. This is a reading with at least a dozen authors and poets, all of whom are invited to write something specially for the occasion along a particular theme. This event is always sold out and tremendously popular. Last year's theme was "music" and we also enjoyed live music between the readings.

Friday will, as usual, be the "Authors in the Schools" event. Bestselling author Kelly Yang is our keynote speaker this year, and she will give two presentations for CPS students 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 at Fretboard Coffee in the afternoon for local poets, and in the evening is our keynote event (also at the Missouri Theatre) featuring two exceptional poets, Ross Gay and Patrick Rosal. Ross is also the author of the bestselling essay collections "The Book of Delights" and "Inciting Joy." Ross and Pat are best friends and bring huge amounts of wit, intelligence, and energy to their appearances. It is going to be a night to remember!

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. The venues presently slated for use are: the Tiger Ballroom at the Tiger Hotel, the Katy Ballroom at the Broadway Hotel, Orr Street Studios, Serendipity Salon, Fretboard Coffee, Shortwave Coffee, Ragtag Cinema (both Small and Large cinemas), and Skylark Bookshop. A list of venues and capacities is attached with this application.

On Sunday we will be holding our second "Write On!" event on the campus of Stephens College. This is an all-day event designed specifically for writers and aspiring writers. It was very enthusiastically received last year and we are hoping to build on that encouraging start. The opening presentation will be given by Maryfrances Wagner, the Missouri Poet Laureate.

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.

Please see attached document, "Unbound by the numbers," which provides some useful information about last year's festival.

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

The 2023 marketing campaign will follow much the same overall approach as in previous years, although we continue to refine our plans and work on improved execution in certain areas.

Our engaged and dynamic Outreach Committee continues to develop our social media presence. We continue to strategize about how best to spread word about Unbound beyond the festival's traditional base, in 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 (see our answer to question 9 below.) 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 the 2022 festival
- A regularly updated blog with news, author announcements and information
- e-newsletter (4,846 subscribers at time of submission);
- Local and National media editorial coverage
- Promotions with Skylark Bookshop, whose customers are spread across the country. (Their e-newsletter has more than 9,000 subscribers.)
- The Unbound podcast, featuring recordings of older Unbound events (all panel events in 2022 were recorded; we have encountered some technical issues with getting these released but continue to work on this.)
- Having most of the events from the 2020 festival available online 24/7 on the festival YouTube channel is 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
- Presentation at OSHER by the festival director
- Posters (two sizes) distributed throughout the community
- Yard signs
- A coordinated and comprehensive campaign aimed specifically at schools promoting the "Authors in the Schools" program
- 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 2022 the Fiction/Non/Fiction podcast from Literary Hub, one of the most popular book podcasts in the country, recorded two events at the festival, which were issued as podcasts. Fiction/Non/Fiction will be returning again this year.
- We will approach C-SPAN to invite them to return to Unbound to film panels and conversations.

We have developed a cheaper "Bookmark" supporter package for businesses who are unable to participate at higher sponsorship levels (see our answer to question 8 below) and part of that partnership will be an expectation that they will promote the festival to their clients and customers. The more people we have spreading the word about the festival, the better.

We will also be marketing certain events at the festival to specific audiences who will find the subject matter appealing, particularly younger audiences who might otherwise not be aware of the festival. For example, we will reach out to shops like Valhalla's Gate to promote the "monsters" panel, etc.

3	<p>How will your event increase overnight stays?</p> <p>In addition to the visiting authors, who will be traveling from across the United States, the festival continues to attract a healthy number of visitors from outside the Boone County area.</p> <p>The attached "Unbound by the numbers" document shows demographic information about the 2022 visitors who completed our online questionnaire.</p> <p>With the introduction of our "Write On!" mini-festival on Sunday (see our answer to question 9 below) the festival has now become a four-day event (Thursday April 20 to Sunday April 23) and this naturally will lead to an increase in the number of rooms booked as a result of the festival.</p>
4.	<p>How many overnight stays do you estimate the event will generate?: 628 (# of rooms x # of nights)</p> <p>We have a block booking for festival authors at the Broadway Hotel of 100 rooms spread out over Thursday, Friday and Saturday, and Sunday nights. We have secured a rate of \$149.00 per night from the Broadway for this block booking.</p> <p>We estimate that festival attendance in 2023 will be in the region of 9,000. (For further remarks about attendance in 2022 and our estimate for 2023, see question 9 below.)</p> <p>From last year's survey results, we know that participants attended an average of about 2.5 events over the course of the weekend. Ignoring for these purposes the approximately 3,000 students who will participate in "Authors in the Schools" events on Friday, that would suggest that our 9,000 attendance figure represents approximately 2,400 unique individuals.</p> <p>Of the respondents to our 2022 online survey, 11% of festival visitors lived either out of state or more than 90 miles from Columbia. That would represent 264 guests. Assuming people traveling would probably stay at least two nights (Friday and Saturday), that would represent, conservatively, 528 overnight stays.</p> <p>Total estimated overnight stays: 100 + 528 = 628</p>
5.	<p>Have you contacted local hotels?</p> <p>Yes.</p> <p>If yes, which ones?</p> <p>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.</p> <p>We have also arranged with the Tiger Hotel to use their ballroom to host some of our larger events. We are also using the Katy Ballroom at the Broadway Hotel for events all</p>

	day on Saturday.
6.	<p>What method will you use to track overnight stays?</p> <p>As we did last year, we will encourage all attendees to complete a brief and simple online survey during (and after) the festival. Again, we would be happy to include a specific question about hotel stays if that would be helpful.</p> <p>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.</p>
7.	<p>Will your event increase retail, food & beverage expenditures by out of market visitors and in increase tourism overall?</p> <p>Now that the festival takes place in the District and not on the Stephens College campus, we believe so. We did not undertake any formal review or solicit specific feedback from local businesses about the impact of the festival on their businesses in 2022, but downtown seemed very busy with a great energy to it, on the Saturday of the festival in particular.</p>
8.	<p>Have you secured event sponsorships? (attach any sponsorship materials)</p> <p>As at the date of writing, we have secured the following sponsorships:</p> <ul style="list-style-type: none"> CoMo Magazine (in kind) Daniel Boone Regional Library Fretboard Coffee (in kind) KBIA (in kind) KOPN (in kind) Mid-Missouri Assistance League Missouri Cotton Exchange (in-kind) MU College of Arts and Science MU Honors College MU Libraries N.H. Scheppers (in kind) Orr Street Studios (in kind) Ragtag Cinema (in kind) Serendipity Salon (in kind) Shortwave Coffee (in kind) Skylark Bookshop Stephens College (in kind) Tiger Hotel (in kind) University of Missouri Press <p>This year has seen a renewed commitment from the Unbound board to assist in finding</p>

new sponsors. We are in conversations with multiple sponsors (both old and new) and fully 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. As mentioned above, in an attempt to secure wider participation with local businesses, we will also be offering a "mini-sponsorship" package for \$250.00 (a "Bookmark" supporter) which we hope more businesses will consider affordable.

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

In 2022 our aggregate audience was significantly lower than we had hoped for. This was, we think, principally due to the lingering effects and fears about COVID. (Indeed several authors had to cancel their appearances due to last-minute diagnoses.) In April 2022 there was still a lot of residual concern about the pandemic, especially among older people, who make up a significant proportion of our target audience. Based on conversations with other festival organizers – both literary and other – it seems that this has been the story almost everywhere: there was an overall decrease in attendance for these kinds of events in 2022, as people were slow or cautious to return to pre-COVID habits (especially exclusively inside events, like ours.)

We believe that we can expect better numbers in 2023, due to a growing confidence in the effectiveness of vaccines, etc., the success of last year's event, the continued spread of word-of-mouth excitement about the festival, programming specifically designed to attract new audiences, and the very encouraging number of first-time attendees (29.5%) in 2022.

We have always been aware that our audience skews toward an older population. (45% of respondents in this year's survey were over the age of 65.) We are seeking to address this in a number of ways. Firstly, some of our programming choices for 2023 (e.g. panels about AI, horror/monsters, and witches) have been made with the specific purpose of attracting a younger and more diverse crowd. Secondly, we are also hoping to expand the nature of the events we offer. For example, we are looking at the possibility of holding a "lit crawl" on the Saturday evening of the festival which will involve our festival writers performing readings in informal bar settings at various venues in the District. This will, we hope, be a way of introducing the festival to a younger crowd. Thirdly, we hope that our continued use of social media platforms which are more popular among a younger demographic (e.g., Instagram and Tik-Tok rather than Facebook) will help us engage with a younger audience.

Finally, we'd like to reiterate one very encouraging data point from last year's online survey: 29.5% of respondents were first-time attendees. We feel that indicates that the festival still has a huge potential for growth and, as outlined above, we are working hard to achieve that goal.

TOTAL BUDGET FY 2023
City of Columbia – Convention & Visitors Bureau Tourism Development Fund
FESTIVALS & EVENTS (TDFE)

EVENT BUDGET - REVENUES

Round to the nearest dollar

ORGANIZATION NAME: COLUMBIA BOOK FESTIVAL, INC.

EVENT NAME: UNBOUND BOOK FESTIVAL 2023

	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*)	\$121,000	\$36,650	157,650
2. Government Support** (city, county, schools, etc.)	10,000		10,000
A. CVB			
B. OCA	4,756		4,756
C.			
3. Program Fees:	3,000		3,000
Admissions/Tickets			
Sales of items	1,200		1,200
Other	1,000		1,000
4. Other Misc. (be specific)			
5.			
6.			
TOTAL REVENUE	\$140,956	\$36,650	\$177,606

*In-kind good or service anticipated	Source of donation	Estimated value
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Hospitality	N.H. Scheppers, Caterer, Wine	\$2,500
Media (Radio, Magazine)	KOPN, KBIA, CoMoMag	\$25,000
Merchandise	MO Cotton Exchange	\$500
Venue	Tiger, Orr St, Ragtag, Stephens	\$8,650
		\$

Name of program	Source of donation	Estimated value
Convention & Visitors Bureau	City of Columbia	\$10,000
Office of Cultural Affairs	City of Columbia	\$4,756
		\$

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

Round to the nearest dollar

ORGANIZATION NAME: COLUMBIA BOOK FESTIVAL, INC.

EVENT NAME: UNBOUND BOOK FESTIVAL 2023

EXPENDITURES (Itemize items in excess of \$100.00)	CASH Tourism Development Funds	CASH Other	*IN-KIND should net to zero	TOTAL
1. Personnel				
Artistic		72,256		72,256
Technical				
Administrative				
Other				
2. Equipment Rental				
Walkie-Talkies		150		150
Venue Rental		3,500	8,650	12,150
3. Supplies & Materials				
Merch		1,500	500	2,000
Sundry Supplies		600		600
Books for Authors and Moderators		3,500		3,500
T-Shirts, Lanyards		2,750		2,750
4. Travel				
Author Travel		20,000		20,000
Author Accommodation	10,000	6,000		16,000
5. Promotion and Publicity				
Advertising/Marketing				

Local (in Boone County)			25,000	25,000
Outside Boone County			0	0
Printing		5,500		5,500
Postage		200		200
6. Other (be specific)				
Hospitality		2,500	2,500	5,000
Photos, Signers, CPA		7,000		7,000
Website, CoMoGives		1,200		1,200
Cars service, Misc Gifts, Fees		3,000		3,000
TOTAL EXPENDITURES	10,000	129,656	36,650	176,306
TOTAL REVENUES (from page 10)	10,000	130,956	36,650	177,606

*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

1/30/2023

Date

Print Name: ALEX GEORGE

Title: DIRECTOR

Email: mail@unboundbookfestival.com

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

Legal name of Organization: COLUMBIA BOOK FESTIVAL, INC.

Name of Organization President/or Chair of Board: LAURA HECK

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 Non-Profit X



UNBOUND

BOOK FESTIVAL

Bestselling and award-winning authors and poets will come to Columbia, Missouri, from across the United States to participate in this nationally recognized festival, which takes place April 20th to 23rd, 2023. There will be stimulating and entertaining panel discussions and other related events and performances.

Our keynote speakers Ross Gay and Patrick Rosal will speak on Friday, April 21, at the Missouri Theater.

All events are FREE TO THE PUBLIC. The Unbound Book Festival is a 501(c)(3) not-for-profit organization. 2023 will be the festival's eighth year.

For more information, visit unboundbookfestival.com or write to us at mail@unboundbookfestival.com. Deadline for all sponsorship decisions is March 1, 2023.

Sponsorship Packages 2023	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	YES	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)	10	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: _____

UNBOUND BOOK FESTIVAL 2023

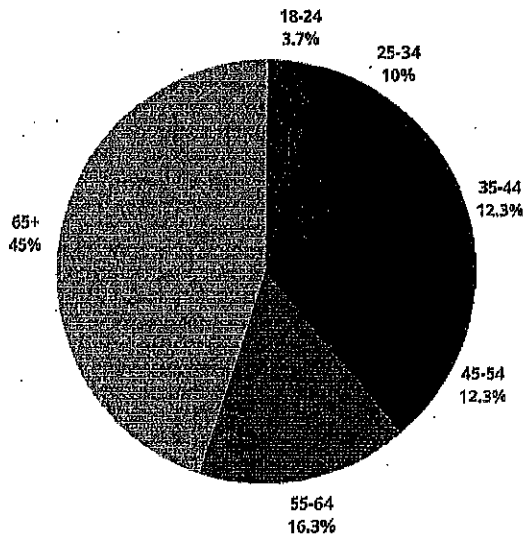
CONFIRMED VENUES

<u>Venue</u>	<u>Capacity</u>
Big Ragtag	138
Broadway Katy Ballroom	140
Fretboard	50
Little Ragtag	65
Missouri Theatre	1,100
Orr Street Studios	140
Serendipity	80
Shortwave – 9 th Street	75
Tiger Hotel Ballroom	250
Tiger Hotel – small room	60

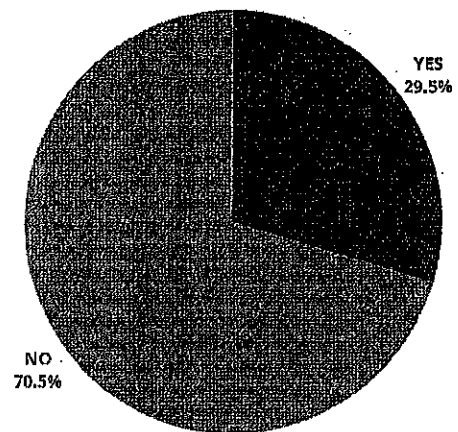
FESTIVAL SURVEY DATA

Results from 300 survey respondents

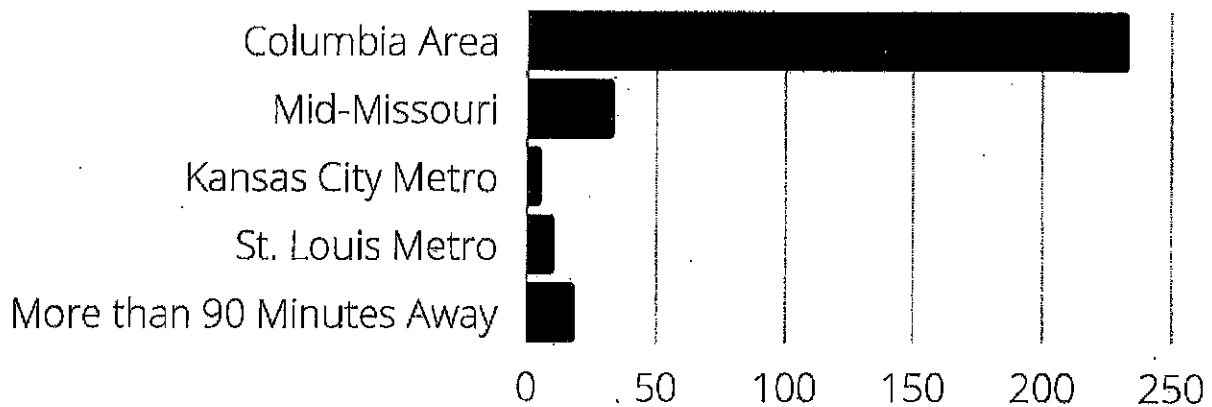
HOW OLD ARE YOU?



FIRST-TIME ATTENDEE?



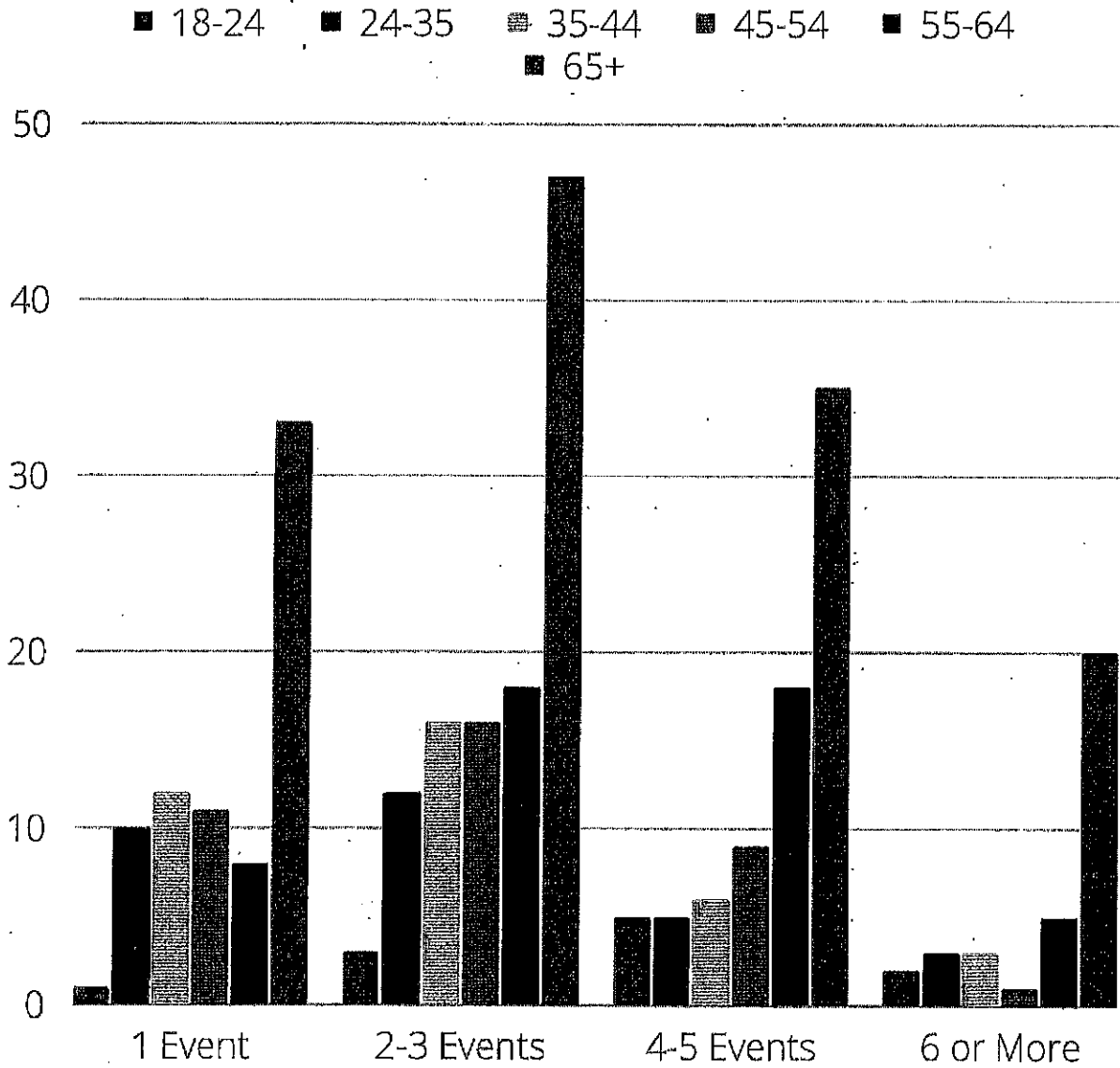
ATTENDEES BY GEOGRAPHIC LOCATION



FESTIVAL SURVEY DATA

Results from 300 survey respondents

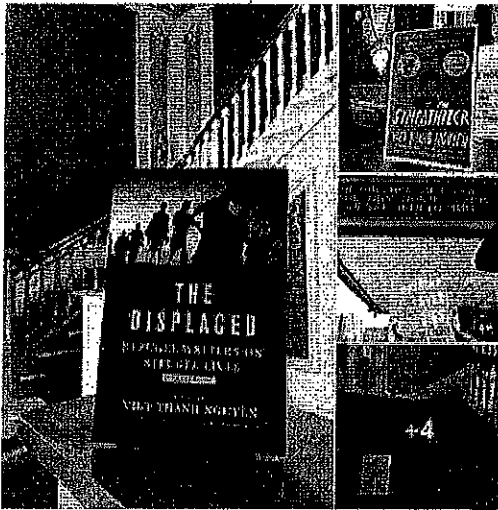
HOW MANY EVENTS WILL YOU/HAVE YOU ATTENDED?



SOCIAL MEDIA DATA

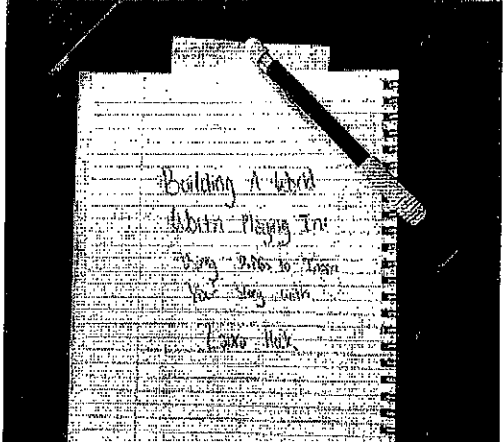
TOP 4 HIGHEST-REACHING POSTS OF THE FESTIVAL WEEKEND

Unbound Book Festival is at Missouri Theatre.
 Published by Instagram · April 22 at 1:38 PM · Columbus, MO · 40
 We can't wait to see you all at the Missouri Theater tonight for our sold-out keynote with Viet Thanh Nguyen!
 #unboundbookfest #bookfestival #bookstagram #bookstagramsovereign #bookstagramsovereign #bookstagramsovereign #bookstagramsovereign #bookstagramsovereign



Reach: 1,266
Total Engagements: 44
 👍❤️😂😮😏🤔
 33 reactions (including on shares)
 06 comments
 05 shares

Unbound Book Festival
 Published by Instagram · April 22 at 6:00 PM · Instagram · 43
 The final workshop option for Verica Gai is building a world worth playing in: Using RPGs to inspire your story with Laura Steik
 In open-world role-playing games (RPGs), the worlds have just as much influence on characters as characters have on the worlds. Just like authors, game masters build nuanced, interactive, rich worlds — sometimes on the fly, with consequences occurring down the line. Myko workshop will take lessons, insights, and exercises from building RPGs to flesh out the world of your characters. No matter if your world is magical or mundane, you can use RPG-based world-building techniques to make your character arcs feel grounded so readers might see it.

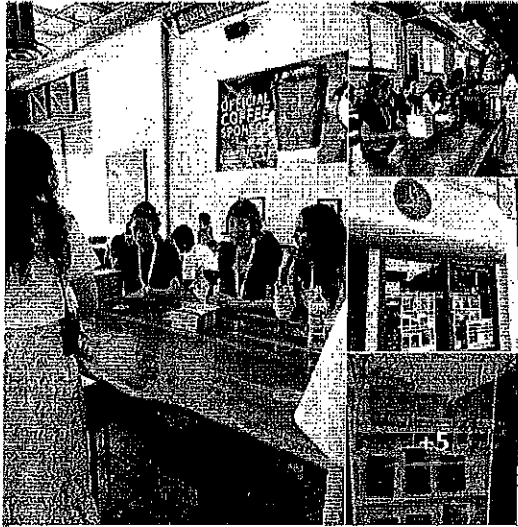


Reach: 1,231
Total Engagements: 51
 👍❤️😂😮😏🤔
 43 reactions (including on shares)
 03 comments
 05 shares

SOCIAL MEDIA DATA

TOP 4 HIGHEST-REACHING POSTS OF THE FESTIVAL WEEKEND

Unbound Book Festival is in Columbia, Missouri.
Published by Instagram · April 23 at 11:00 AM · Instagram · 0
Authors are signing @bookofshortwave coffee on the street and a book from Skylark across the street and go meet your favorite authors. There is also Unbound merch available at Shortwave in Alley A.



Reach: 1,133
Total Engagements: 45



42 reactions (including on shares)
01 comments
02 shares

Unbound Book Festival
Published by Instagram · April 23 at 4:25 PM · Instagram · 0
"Everyone can be their own artist and tell their own story." On this Unbound weekend and World Book Day, Malika Gharib led us in creating our own zine!
#mac wine #zine #zineworkshop #unbound #unbound2022 #localpress #bookstagram #bookshop



Reach: 1,031
Total Engagements: 25



24 reactions (including on shares)
00 comments
01 shares

SOCIAL MEDIA DATA

FACEBOOK PAGE REACH

April 21-24, 2022

6,877 ACCOUNTS

Highest reaching day was Saturday, reaching 3,618 accounts

An estimated number of accounts who saw any content from the Unbound Book Festival Page or about the Page, including posts, stories, ads, social information from people who interact with your Page and more.

INSTAGRAM PAGE REACH

April 21-24, 2022

1,085 ACCOUNTS

Highest reaching day was Friday, reaching 605 accounts

The number of unique accounts that saw any of your posts or stories at least once.

DURING THE FESTIVAL:

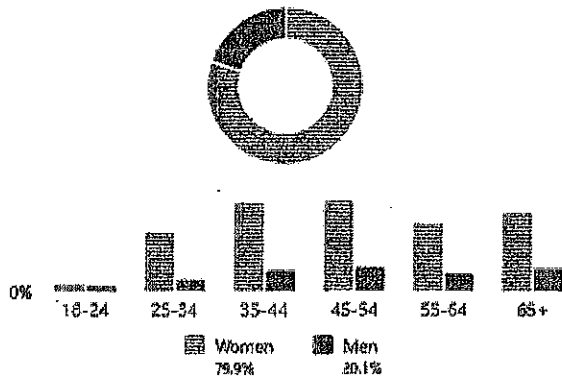
- 376 visits to the Unbound Facebook page
- 449 visits to the Unbound Instagram profile
- 15 new Facebook page likes
- 55 new Instagram followers

FACEBOOK AUDIENCE

Facebook Page likes

3,140

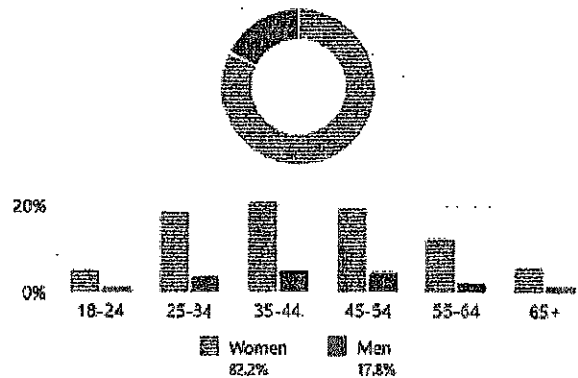
Age & gender



Instagram followers

1,316

Age & gender

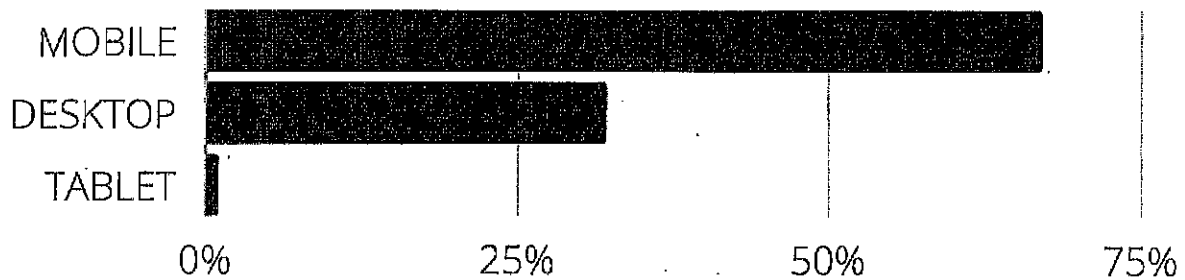


WEBSITE DATA

Results from April 21-24, 2022

2,400 TOTAL UNIQUE VISITORS COMPLETING 7,900 PAGEVIEWS

PERCENTAGE OF VISITS BY DEVICE



TOP WEBSITE PAGES DURING THE FESTIVAL WEEKEND

Apr 21-24, 2022 • 72% of 7,896 Pageviews +100% wk/wk

