



The BookFest®

Bellwether Opportunities

www.TheBookFest.com

Become a BookFest Bellwether



Bellwether

One that takes the lead or initiative : [LEADER](#) *also* : an indicator of trends
(Source: [Merriam Webster](#))

The BookFest offers unique opportunities for select businesses, brands, influencers and authors to become BookFest Bellwethers.

As a tastemaker and a forward-thinker, your insights may help shape the future of The BookFest and the literary world.

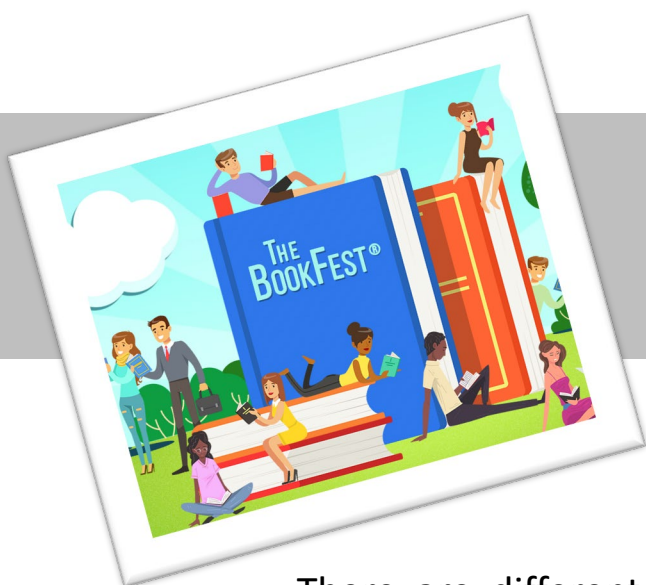
An invitation to become a Bellwether* is offered to those who have shown support of The BookFest, or have participated in The BookFest, or have an exceptional presence in the literary world, or have been honored with a prestigious BookFest Award.

The BookFest Bellwethers are part club, part advisory panel, part patrons, and part elite body of thought-leaders.

What kind of BookFest Bellwether are you?

* All invitations to suggest speakers, nominations, awards judging, pages, logos, books, pitches and items for the Virtual Gift Bag are subject to review and approval. Some content may not be deemed appropriate for The BookFest audience. The BookFest reserves the right to pass on such items.

What kind of Bellwether are you?



There are different options based on your needs and how you may want to support The BookFest. Because the Bellwethers will be part club, part advisory panel, part patrons, and part elite body of thought-leaders, here are the options:



Individual Bellwether

- Perfect if you want to elevate your personal brand
- Ideal for authors, sole proprietors, and industry leaders
- Lend your influence and support the bookish world



Corporate Bellwether

- Made for companies with products or services
- Reach The BookFest audience of writers and readers
- Support the bookish world and help spread great ideas



Non-Profit Bellwether

- Designed for organizations related to the literary world
- Reach new members and promote your events
- Create an alliance that benefits your members



Media Bellwether

- Created for media outlets, marketing agencies and PR firms
- Place speakers and collaborate for a win-win alliance
- For those who realize we are stronger together



Silent Bellwether

- Mums the word – perfect for those who want to help, but don't want the spotlight



Individual Bellwethers

Individual Bellwether Membership:

\$750 per year (two BookFests)

\$1,750 for three years

- Page on The BookFest Website with your bio and headshot
- A do-follow backlink to your website or LinkedIn profile
- Mention in at least one BookFest press release
- Mentions on social media and related promotions
- Invitation to suggest speaker and programming ideas
- Invitation to nominate people for the Honorary Achievement BookFest Award
- Invitation to judge The BookFest Awards
- Invitation to exclusive Bellwether online networking and brainstorming events
- Optional: Book Page – a Book Page on The BookFest website



Corporate Bellwethers

Premium Bellwether Patronship:

\$3,500 per year (two BookFests)

\$10,000 for three years

- Programming: Presentation, Conversation, Panel Discussion or Segment featuring a topic or product demonstration (we record, produce and include in The BookFest Programming)
- VIP Virtual Gift Bag inclusion (based on materials approval)
 - Discount for your product or service
 - Brief description, link and code/offer instructions
- Virtual booth: This will be your own space on the website to post info about your company
- A do-follow backlink to your website
- Placement of logo on website
- Company name in at least one BookFest press release
- Mentions on social media and related promotions
- Logo in email marketing (at approximately 10,000 emails on The BookFest list – distributed to BookFester 6 to 8 times for every BookFest)
- One individual Bellwether Membership for founder or C-Suite representative (Based on availability—Bellwether seats are limited)



Corporate Bellwethers

Presenting Bellwether Patronship:

\$10,000 per year (two BookFests)

\$25,000 for three years

The BookFest presented by (your company name)

Everything from Premium Patronship, plus:

- Three individual Bellwether Memberships for founder or C-Suite representatives (instead of one—based on availability—Bellwether seats are limited)
- Top logo placement on website
- Top placement mention in press release
- Prize package inclusion (you can provide gift or product to include in prize package)
 - You will receive the email list of entries
 - Increase of social media followers on up to two of your social media profiles
 - Presenting mentions during the event
- Mention and link in special article about event promoted through native advertising. (Estimated 1 million impressions and 2,000 clicks to article)



Non-Profit Bellwethers

Non-Profit Bellwether Patronship:

\$3,500 per year (two BookFests)

\$10,000 for three years

- One individual Bellwether Membership for president, executive director, or C-Suite representative (Based on availability—Bellwether seats are limited)
- Virtual booth: This will be your own space on the website to post info about your organization
- A do-follow backlink to your website
- Placement of logo on website
- Organization name in at least one BookFest press release
- Mentions on social media and related promotions
- Logo in email marketing (at approximately 8,000 emails on The BookFest list – distributed to BookFester 6 to 8 times for every BookFest)
- VIP Virtual Gift Bag inclusion (based on materials approval)
 - Discount for membership, an event, product or service
 - Brief description, link and code/offer instructions



Media Bellwethers

Media Bellwether Patronship:

\$3,500 per year (two BookFests)

\$10,000 for three years

- One individual Bellwether Membership for president, executive director, or C-Suite representative (Based on availability—Bellwether seats are limited)
- Virtual booth: This will be your own space on the website to post info about your organization
- A do-follow backlink to your website
- Placement of logo on website
- Organization name in at least one BookFest press release
- Mentions on social media and related promotions
- Logo in email marketing (at approximately 8,000 emails on The BookFest list – distributed to BookFester 6 to 8 times for every BookFest)
- VIP Virtual Gift Bag inclusion (based on materials approval)
 - Discount for membership, an event, product or service
 - Brief description, link and code/offer instructions

Silent Bellwethers



Silent Bellwether:

\$750 per year (two BookFests)

\$1,750 for three years

- Invitation to suggest speaker and programming ideas
- Invitation to nominate people for the Honorary Achievement BookFest Award
- Invitation to judge The BookFest Awards
- Invitation to exclusive Bellwether online networking and brainstorming events

In-Kind Trade Ideas*:

The first BookFest was a collaboration with folks in the bookish world and entertainment industry who came together in early 2020 to create an online event when the world went into lock-down.

In the spirit of that first BookFest, and all the following online events, we are committed to collaborating. Trades are an option along with paid patronships, at 50% paid/50% trade.

Some trade ideas are:

- Products or services
- Outreach to your audience through your newsletters, social media, and other types of media
- Strategic brand alliances and influence lending
- Interviews, articles and advertising placements
- Mentions on your social media or traditional media channels
- Volunteering to help with BookFest activities
- Chat room and social media assistance
- We're flexible and are open to your ideas

Wanna get creative? Talk to us about collaborating with The BookFest...



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“What really knocks me out is a book that, when you're all done reading it, you wish the author that wrote it was a terrific friend of yours and you could call him up on the phone whenever you felt like it. That doesn't happen much, though.”

— J.D. Salinger, *The Catcher in the Rye*



**Please join us for this online
bookish adventure™**

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