



# Detroit Festival of Books

## Sponsorship Kit

**9th Annual Detroit Festival of Books**

Sunday, July 19, 2026

10 am – 4 pm

**Eastern Market, 2934 Russell Street**  
Detroit, Michigan

[detroitbookfest.com](https://detroitbookfest.com)



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## About Us

**What** 9th Annual Detroit Festival of Books

**When** Sunday, July 19, 2026  
10 am – 4 pm

**Where** Eastern Market  
2934 Russell Street, Detroit, Michigan

**Who** Sponsorship Coordinator  
[sponsor@detroitbookfest.com](mailto:sponsor@detroitbookfest.com)

**Web** [detroitbookfest.com](http://detroitbookfest.com)





## Executive Summary

The Detroit Bookfest Charitable Organization, a 501(c)(3) nonprofit, is seeking sponsors for its 9th annual Detroit Festival of Books.

- Detroit Bookfest brings 12,000+ culturally engaged consumers to Eastern Market for Michigan's largest book festival. Our attendees are high-intent shoppers, with long dwell times.
- Sponsors gain face-to-face access to a concentrated audience of Millennials and Gen Z (75% of attendees aged 18-45). They get on-site brand activation during the event and year-round digital visibility via our website and social media presence.
- We feature ~300 vendors each year, many who are entrepreneurs and growing small businesses.

We are seeking partnership with businesses and organizations that share our goals of promoting community literacy and engagement with the arts.

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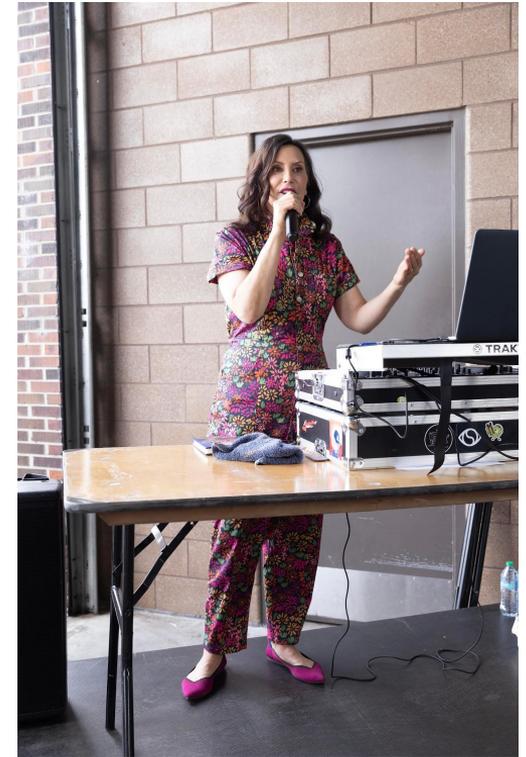
## About the Event

Our 9th Annual Detroit Festival of Books will feature:

- Established new & used bookstores with a WIDE variety of books and merchandise (bestsellers, rare, antiquarian, unusual, ephemera)
- New and established authors discussing their & signing their books
- Specialized vendors with merchandise such as comic books, graphic novels, board games, audio/video media of all types
- Creative arts & artists, food trucks, and fun activities for kids & adults!

The Detroit Festival of Books is the largest book festival in Michigan. We feature vendors from all over the USA, Canada, and other countries.

This indoor/outdoor event is **ADMISSION FREE** to the general public, rain or shine. Vendors pay a small fee to participate.



Michigan Governor Gretchen Whitmer at Detroit Bookfest 2024.

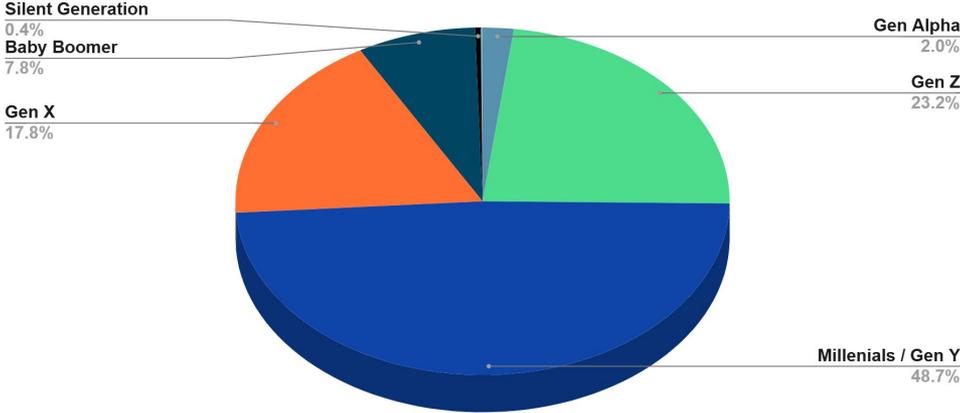
# Audience and Reach

- Over 12,000 attendees at Detroit Bookfest 2025 on July 20th, mostly adults.
- 89% of attendees rated their overall experience as positive 7+ on a 10-point scale.
- Attendees from all over Michigan, several neighboring states, and Canada.
- **Almost 75% of attendees between the ages 18-44.**

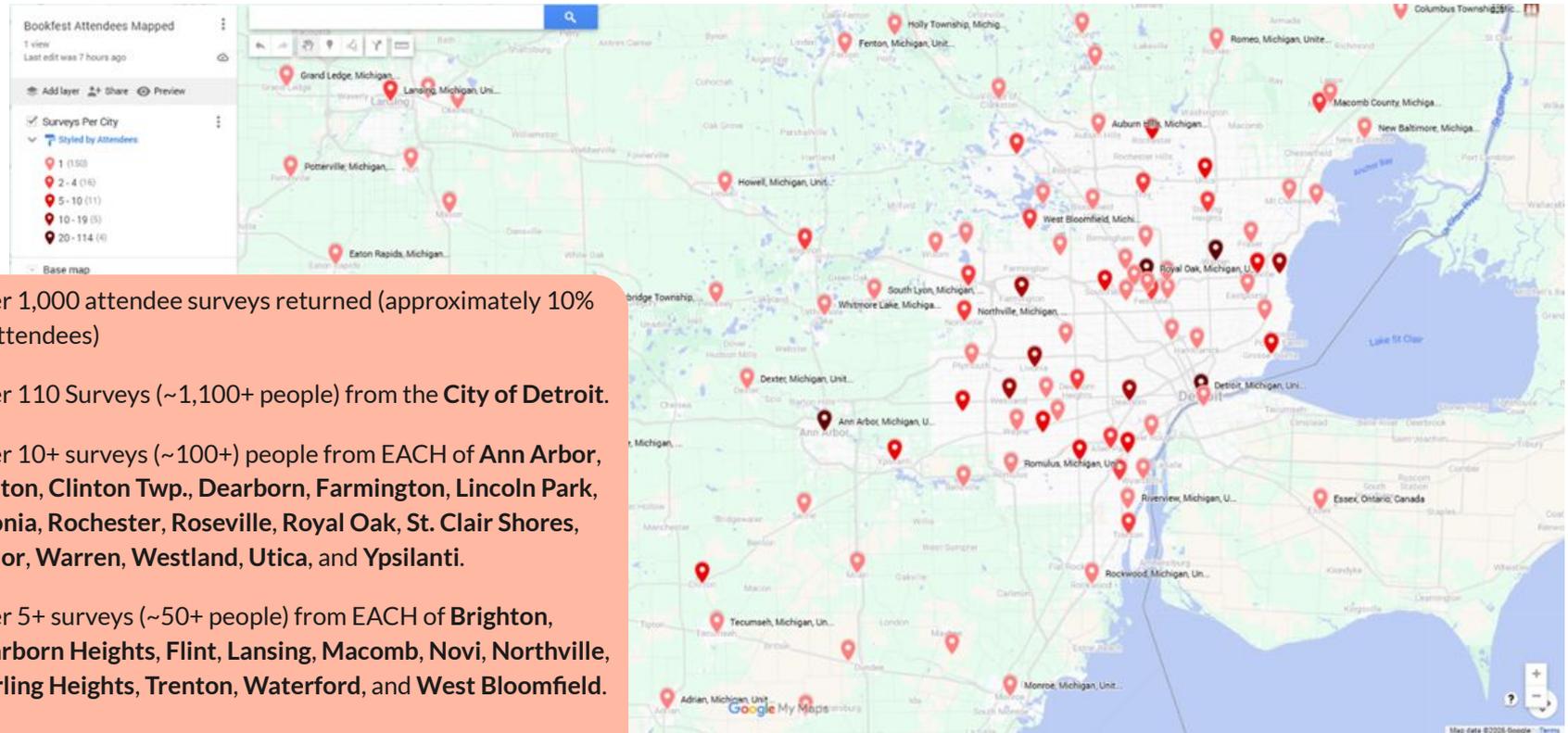
Age Range	Generation	% of 2025 Survey Respondents
Age 17 or Under	Gen Alpha	2.03%
<b>Age 18-27</b>	<b>Gen Z</b>	<b>23.18%</b>
<b>Age 28-44</b>	<b>Millenials / Gen Y</b>	<b>48.75%</b>
Age 45-60	Gen X	17.80%
Age 61-79	Baby Boomer	7.77%
Age 80+	Silent Generation	0.36%
Prefer not to say	n/a	0.12%

Attendees by Generation

Detroit Bookfest 2025



# Audience and Reach (cont.)



- Over 1,000 attendee surveys returned (approximately 10% of attendees)
- Over 110 Surveys (~1,100+ people) from the **City of Detroit**.
- Over 10+ surveys (~100+) people from EACH of **Ann Arbor, Canton, Clinton Twp., Dearborn, Farmington, Lincoln Park, Livonia, Rochester, Roseville, Royal Oak, St. Clair Shores, Taylor, Warren, Westland, Utica, and Ypsilanti**.
- Over 5+ surveys (~50+ people) from EACH of **Brighton, Dearborn Heights, Flint, Lansing, Macomb, Novi, Northville, Sterling Heights, Trenton, Waterford, and West Bloomfield**.

# Digital Reach

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Annual Website Visitors

100,000+

Over 100,000 unique visitors in the past year



Social Media Followers

20,000+

Facebook: 13,000

Instagram: 7,000



Email Newsletter Subscribers

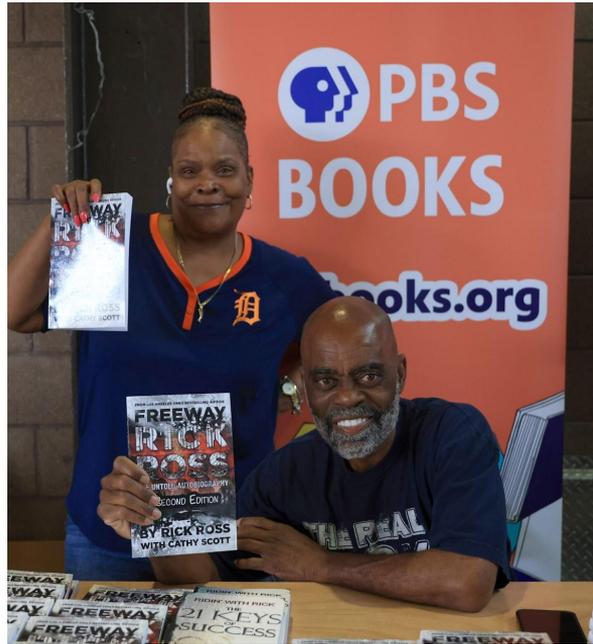
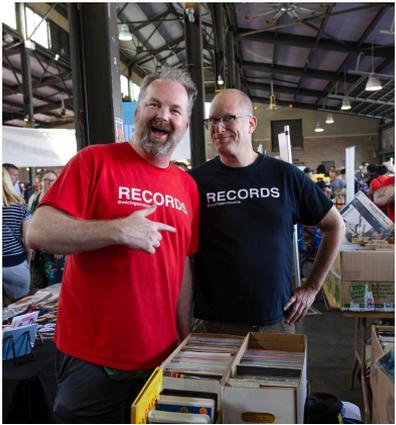
800

Digest of new web posts emailed to subscribers weekly



# Media Coverage





# Why should I sponsor Detroit Bookfest?

In short, because our sponsors receive face-to-face, on-site brand engagement with thousands of potential customers at one of the largest cultural events in the Metro Detroit area.



## Millennial & Gen Z Core Audience

Nearly 75% of attendees are ages 18–44, an ideal demographic for many consumer brands.



## 12,000+ Attendees

Michigan's largest book festival, drawing visitors from across the Midwest.



## Highly Engaged Audience

Attendees spend hours browsing, shopping, and interacting with vendors and exhibitors.



## Authentic Community Impact

Sponsors support literacy, small businesses, and Detroit's cultural ecosystem.

# Sponsorship Tiers



## Laureate \$15,000

per year

- **EXCLUSIVE** “Presented by” placement
- Mention in press releases
- Largest logo placement across event materials
- Four (4) exhibitor tables OR two (2) premium booths
- Website & social media recognition
- Unlimited activation opportunities
- Limit one (1) Laureate sponsorship per year

## Bestseller \$7,500

per year

- **Naming opportunity** for featured area
- Mention in press releases
- Prominent logo placement on event materials
- Two (2) exhibitor tables in one booth
- Website & social media recognition
- Up to five (5) activation opportunities

## Acclaimed Author

**\$4,000** per year

- Medium logo placement on select event materials
- One (1) exhibitor table
- Website sponsor recognition
- Up to three (3) activation opportunities

## Debut Novelist **\$1,500**

per year

- Small logo placement on select materials
- One (1) exhibitor table
- Website sponsor recognition
- One (1) activation opportunity

# Activation Ideas



## Bestseller and above tiers:

- Large placement on reusable welcome tote bag
- Underwrite author(s) or lecture(s)
- Naming rights for Kids Zone, Food Zone, etc.
- Children's storytime

## ALL tiers:

- Small placement on reusable welcome tote bag
- Bookmark/insert cards in totes
- Featured "deep dive" article on our website
- Food / beverage sampling
- Contests / drawings / giveaways

**We welcome YOUR activation ideas to match YOUR unique publicity needs!**

*Don't see a see a sponsorship tier or activation idea that fit your needs? [LET'S TALK!](#)*





**Thank you!**

**Ready to customize YOUR sponsorship plan?**

**Contact Us**

[sponsor@detroitbookfest.com](mailto:sponsor@detroitbookfest.com)