



Sponsorship & Festival Friends

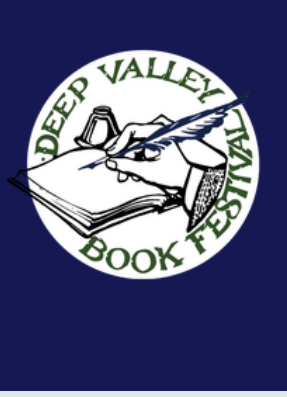
for the 2026

Deep Valley Book Festival

Presented By:
DVBF Planning Committee

www.deepvalleybookfestival.com





Introduction to the Deep Valley Book Festival



The Deep Valley Book Festival gets its name from the setting of the beloved Betsy-Tacy children's books written by Mankato-born author Maud Hart Lovelace.

The Deep Valley Book Festival connects readers and writers in a celebration of literature and literacy. This FREE family event brings people together to celebrate our vibrant literary culture, with keynote talks by acclaimed Minnesota authors across multiple genres

The festival features dozens of authors, illustrators, publishers, literary organizations, and hundreds of books!

Visit with a favorite author or meet a new one, have your book signed, or listen to authors talk about their works. The festival features programs, workshops, speakers, or panel discussions, book giveaways, and more.

The Deep Valley Book Festival is organized by an all-volunteer committee of local writers, publishers, and book lovers. A FREE, public book festival open to the community of all ages.

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Why Partner With Us?



↙ **Align your brand with the literary community & support local book authors/writers**

Partnering with us offers your brand the opportunity to be recognized as a champion of literacy, creativity, and community engagement. By supporting local authors and writers, your organization helps nurture storytelling, education, and cultural growth—values that resonate deeply with audiences who care about learning and local impact.

This sponsorship not only demonstrates your commitment to social responsibility but also positions your brand at the heart of a vibrant community of writers, readers, educators, and creators. Together, we can inspire imagination, celebrate local voices, and build a stronger culture of literacy.

↙ **Media exposure across digital channels & print promotion**

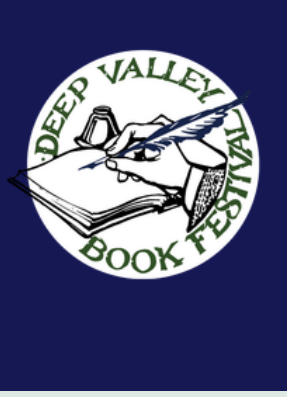
As a valued sponsor, your brand will receive prominent exposure across both digital and print platforms—maximizing visibility and engagement within a community that values literacy, creativity, and local culture.

Through targeted digital campaigns, social media features, and online event coverage, your organization will connect with a wide and engaged audience. Complementing this, print promotion in event materials, posters, and publications will reinforce your presence and demonstrate your commitment to supporting literacy and local authors.

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Audience Demographics



The Deep Valley Book Festival attracts a diverse and engaged audience united by a shared passion for reading, learning, and community connection. Attendees include readers of all ages, aspiring and established writers, educators, librarians, students, families, and lifelong learners.

Key Audience Insights:

- **Age Range:** Primarily adults aged 25–65, with strong participation from families and young readers.
- **Education:** A well-educated, professionally engaged audience, including educators and leaders in publishing, communications, and the arts.
- **Income Level:** Middle to upper-middle income households, with strong purchasing power for books, local products, and cultural experiences.
- **Community Involvement:** Attendees are civically engaged, value local businesses, and actively support arts and literacy initiatives.
- **Interests:** Reading and writing, local authors, cultural events, education, creativity, sustainability, and community development.

Audience Profile Summary:

Festival attendees represent an educated, culturally engaged, and community-oriented demographic typical of the Midwest. They value authenticity, local impact, and opportunities to connect with regional authors and ideas. Sponsors benefit from exposure to a loyal audience that supports businesses and organizations contributing to community enrichment and cultural development.

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Sponsorship Tiers & Benefits



Classic Circle – \$1000

As a Top-Tier Sponsor, your brand receives premier visibility and exclusive recognition throughout Deep Valley Book Festival's full marketing and event experience. Your company name listed in ALL print media. Your company name, logo, and link listed on DVBF website and social media.

Top tier benefit packages can be customized based on the value of your sponsorship. Benefits such as:

- Premium expo floor space with or without booth/table set up
- Specified times for sponsor seminars and/or promotional demos preformed at sponsor booth/premium area/space
- Sponsor acknowledgment announcements during event
- Reserved seats for Author Presentation or Workshop session

Author Circle – \$500

Author Circle benefit packages can be customized based on the value of your sponsorship. Benefits such as:

- Your company name listed in print media.
- Your company name, logo, and link listed on DVBF website and social media.
- Reserved seats for Author Presentation or Workshop session

Novel Circle – \$250

Novel Circle benefit packages can be customized based on the value of your sponsorship. Benefits such as:

- Your company name listed in **select** print media.
- Your company name, logo, and link listed on DVBF website and social media.

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Sponsorship Tiers & Benefits



Literary Circle – \$100

Literary Circle benefit packages can be customized based on the value of your sponsorship. Benefits such as:

- Your company name listed on DVBF website

In-Kind Donations

In-Kind Donations are gratefully accepted. Benefit packages will be customized based on the value of your sponsorship.

Festival Friends – \$25 & up

As a Festival Friend, your name listed as a Festival Friend on our website and at the event. You will receive a special Festival Friend recognition pin for those attending the festival. Opportunity for front row seating for Keynote Author Presentation. Must reserve your seat in advance. Chance to win a DVBF Friendship Bag filled with autographed books from DVBF 10th Edition authors event. The DVBF Friendship Tote Bag is a retail value of \$225+! Need not be present to win. Satisfaction of supporting Minnesota authors & books!

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To explore other custom sponsorship options, with no obligation, please email:
contact@deepvalleybookfestival.com





Marketing & Media Exposure



Campaign reach

- Digital Audience Reach: 2,000-10,000 impressions across social platforms driven by both organic and paid content.
- Email Marketing Reach: 200-3,000 subscribers including library patrons, literary organizations, and prior event attendees with average open rates ranging from 42-71%.
- Press & Media Exposure: Regional news outlets, local radio, university publications, and arts/culture magazines, reaching an estimated 20,000-50,000 readers and listeners.

1.7K+
Followers

- Print & Community Distribution: Posters, brochures, postcards, and bookstore/library displays reaching residents across participating towns, schools, and cultural centers.
- On-Site Engagement: 200-1,000+ attendees, with additional reach amplified through attendee posts, photos, and author engagement online.
- Combined, the campaign effectively connects with a broad regional audience including families, educators, book clubs, students, librarians, local businesses, and dedicated literary enthusiasts.

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Past Festival Highlights



The Deep Valley Book Festival welcomed back four past keynote authors for a special author panel. It was a great chance to have literary questions answered by these bestselling Minnesota authors. This discussion uncovered each author's personal route to publication as well as tips of the trades in various areas of literary perspectives ranging from humor and suspense to children's literature.

NOTE: The panelists were available for autographs and open conversations after the Reading Room session.



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Let's grow
together and
make an impact



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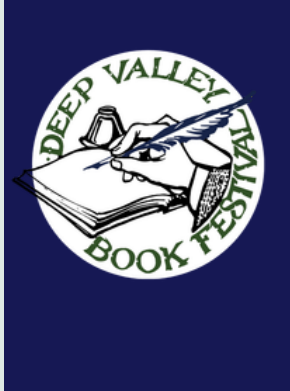
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**Deep Valley Book Festival 10th Edition
October 3, 2026 2026 Sponsorship Form**

Thank you for becoming a sponsor of the Deep Valley Book Festival. We look forward to working with you! Please complete and return this form and retain a copy for your records. Completed form should be returned to the address at the bottom of this form.



DEEP VALLEY BOOK FESTIVAL SPONSOR LEVELS

Please check your sponsorship level of your choice.

Electronic payments accepted:

www.deepvalleybookfestival.com/2026-sponsors

_____ CLASSIC CIRCLE - \$1000

_____ AUTHOR CIRCLE- \$500

_____ NOVEL CIRCLE - \$250

_____ LITERARY CIRCLE - \$100

_____ FESTIVAL FRIEND - \$25+

_____ OTHER DONATION \$_____

_____ IN-KIND DONATION - Please contact via email

_____ I would like to Volunteer.

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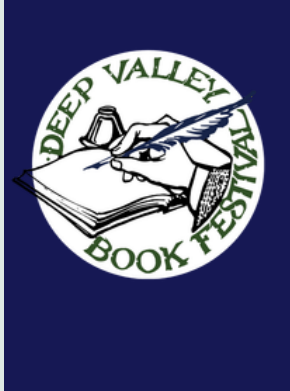


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Your gift helps make the Deep Valley Book Festival possible. Thank you for your generosity.

Make checks payable to: Deep Valley Book Festival

Deep Valley Book Festival

11379 Wildflower Dr. N

Lake Elmo, MN 55042

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