



October, 26, 2016

at the NoHo Arts District, North Hollywood, CA

Reading is very often a solitary activity, but that doesn't necessarily mean that readers crave solitude...but literary crawls tell a different story: Story lovers love to hang together and they love to experience tales told live. Lit Crawl LA...will applaud this fact, and it will do so without charging a single cent of money. -NBC4LA

Lit Crawl L.A. 2016

2016 Sponsor/Advertiser Kit



What is Lit Crawl L.A.?

It's L.A.'s Unique Literary Night Out

Lit Crawl L.A. is Greater Los Angeles's second largest literary festival and a free-to-the-public Los Angeles Citywide Event. The official Los Angeles affiliate of the Litquake Foundation's international Lit Crawl series, the 4th annual Lit Crawl L.A. returns to the NoHo Arts District on Wednesday, October 26, 2016 from 6:00 p.m. to 10:00 p.m. By partnering with a variety of area organizations, Lit Crawl L.A. bolsters Greater Los Angeles' literary scene and captures the Southland's unique flavor – all while getting book lovers and revelers alike drunk on words. For Free! Restaurants, tattoo parlors, bars, galleries and

other hip NoHo venues will host innovative presentations showcasing the best of L.A.'s literary scene from throughout Los Angeles County. 2016's Lit Crawl L.A. is Greater Los Angeles' premiere grassroots literary event and 2016 promises to be another magical, vibrant night for all!

Lit Crawl L.A. offers several ways to reach passionate readers and writers:

- Lit Crawl L.A. Sponsorship - options including print and website advertising, branded venue at Lit Crawl L.A., tickets to closing party
- Festival Guide and Website Advertising - print and website ads which directly reach a pass-along readership of over 3,500 Angelinos attending Lit Crawl L.A.
- Lit Crawl National Sponsorship - online and print logos and branded events to directly reach an audience of 20,000 smart readers under 40, in seven U.S. cities

Lit Crawl L.A.'s website, Facebook group, Twitter feed and e-newsletter reach over **151,000** visitors and subscribers combined in Greater L.A. and beyond.

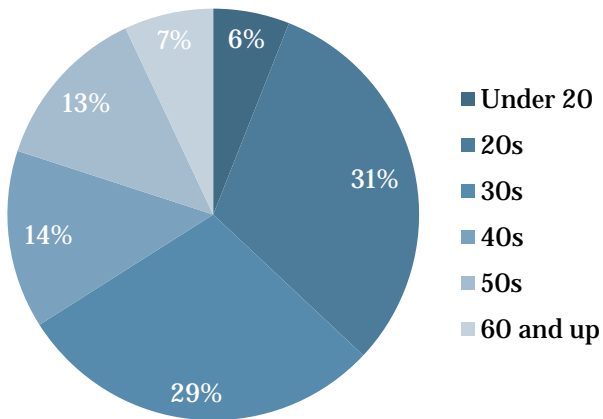
Lit Crawl L.A. presenting partners - the Los Angeles Public Library and County of Los Angeles Library systems - extend Lit Crawl L.A.'s marketing reach to an additional **4.5 million** library patrons and **2.3 million** monthly online visitors

Lit Crawl takes an ordinary bar crawl and gives it a bookish spin, taking over a neighborhood with readings, performances and happenings at bars, cafes, bookstores, galleries, theaters and boutiques....Think of it like trick-or-treating, only the treats are literary and you don't have to wear a costume.

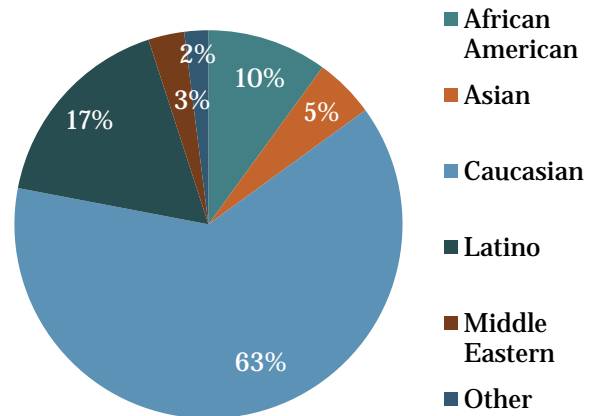
KCET



AUDIENCE BY AGE



AUDIENCE BY ETHNICITY



Sponsorship Packages

MAJOR SPONSORSHIP PACKAGES

FIRST EDITION (\$20,000)

- **Full-page** ad in festival guide
- Website ad (live for up to six months)
- **First-tier** logo inclusion on all collateral/website
- Mention in **four** email newsletters
- Inclusion in signature portion of newsletter
- Mention in press releases and links on social media
- Mention in welcome speech at Lit Crawl L.A. opening press conference
- **Three** pairs of tickets to closing party
- Opportunities for additional sponsorship at opening/closing party

HARDBACK (\$10,000)

- **Half-page** ad in festival guide
- Website ad (live for up to six months)
- **Second-tier** logo inclusion on all collateral/website
- Mention in **three** email newsletters
- Inclusion in signature portion of newsletter
- Mention in press releases and links on social media
- Mention in welcome speech at Lit Crawl L.A. opening press conference
- **Two** pairs of tickets to closing party
- Opportunities for additional sponsorship at opening/closing party

PAPERBACK (\$5,000)

- **Quarter-page** ad in festival guide
- Website ad (live for up to one month)
- **Third-tier** logo inclusion on all collateral/website
- Mention in **two** email newsletters
- Inclusion in signature portion of newsletter
- Mention in press releases and links on social media
- Mention in welcome speech at Lit Crawl L.A. opening press conference
- One pair of tickets to closing party

GALLEY (\$2,500)

- **Fourth-tier** logo inclusion on festival guide and website
- Mention in one email newsletter
- Mention in press releases and links on social media
- One pair of tickets to closing party

FEATURED SPONSORSHIP PACKAGES

CHAPTER (\$1,000)

- Listing on festival guide and website
- Mention in one email newsletter
- Mention in press releases and links on social media
- One pair of tickets to closing party

MANUSCRIPT (\$500-\$999)

- Listing on festival guide and website
- Links to social media sites
- Information table at closing party
- One pair of tickets to closing party

LIT LOVER (\$250-\$499)

- Listing on festival guide and website
- Links to social media sites
- Shared information table at closing party
- One pair of tickets to closing party

For Lit Crawl L.A. sponsorship details and to customize a package that best fits your needs, please contact Sally Shore at info@losangeleslitcrawl.org

Print & Web Advertising

PRINTED FESTIVAL GUIDE

(Distribution 5,000)

Ad Sizes and Rates

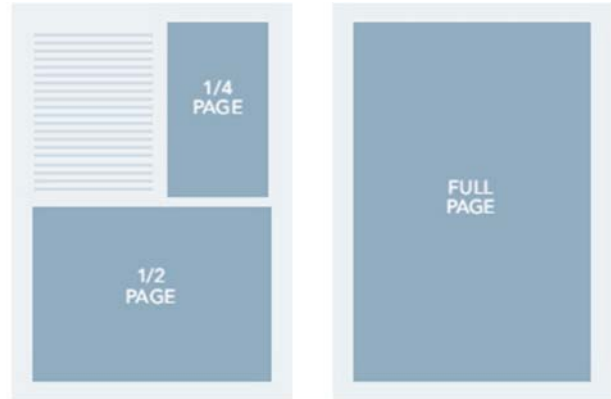
Standard 4-color (includes bleed):

Full page	4.5" x 7.5"	\$600.00
Half page (horizontal)	4.5" x 3.625"	\$300.00
Quarter page (vertical)	2.15" x 3.625"	\$150.00

*20% discount on standard ads for non-profits and educational institutions

Premium 4-color positions (includes bleed):

Inside front cover	5.75" x 7.75"	\$2,000.00
Inside back cover	5.75" x 7.75"	\$2,000.00
Back cover	5.75" x 7.75"	\$3,000.00



File types: JPEG, TIF or PDF (300 dpi)

Order closing date: September 9, 2016

Camera Ready Materials Due:

September 16, 2016

Publication: October 12, 2016

WEBSITE

Click-through ad on litcrawl.org/la 280 x 280 px \$250.00

Ads must be JPEG or GIF, RGB, 72 dpi
(maximum of 50 kb, ads will be posted within 2 weeks of receipt
or artwork/payment)



Want to advertise?

To make a reservation, please e-mail:

Businesses and government services: Roger Weiss at rogerkweiss@gmail.com
Non-profits and educational institutions: Ron Gutierrez at earth2ron@hotmail.com

Lit Crawl L.A. is unable to provide design services for our advertisers.

Lit Crawl L.A. is presented by the Los Angeles Literary Foundation,
a 501c3 non-profit corporation, and is also a project of the Litquake Foundation.