



Be a part of the Nation's Premier Young Adult Book Festival!

The second annual YALLFest will bring 49 top young adult writers, including 25 *New York Times* bestsellers, to Charleston, S.C., Friday and Saturday, Nov. 9 and 10, 2012.

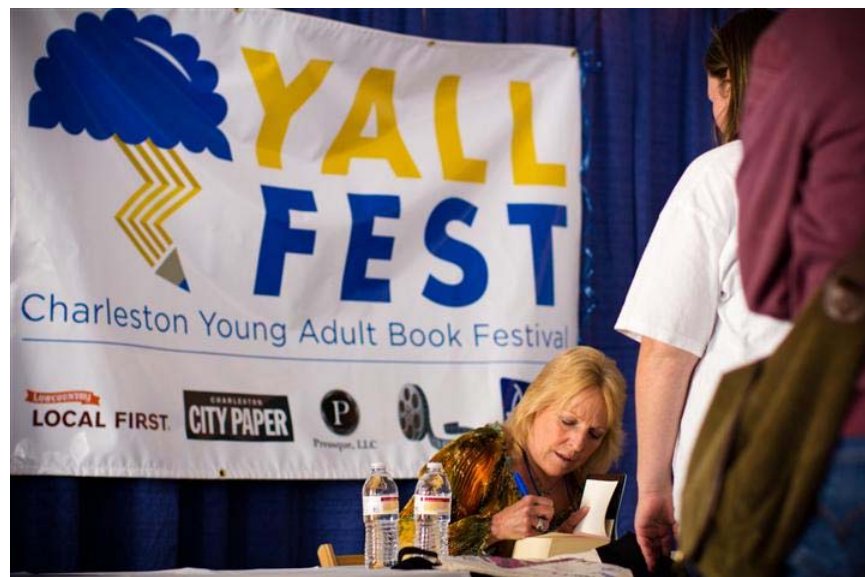
In its inaugural year, the 2011 festival brought 1,000 fans to a one-block stretch of Upper King Street. Hordes of excited fans waited in lines to meet their favorite authors, almost all of the 13 panels and talks were at standing room only, and a literary marketplace connected fans with vendors and literacy groups.

The day ended with a sold-out YA Smackdown, with teams of authors competing in hilarious storytelling games. (Team Reality took home the coveted Golden Pie Trophy in a highly controversial decision.)

The festival returns in 2012 with double the writers. Based on the terrific reception from year one – we expect attendance to double in 2012.

Attendee comments:

*"Make it longer – it's wonderful!" "Hope this becomes an annual event." "Yallfest is my Comicon!"
"Thank y'all for doing this – it's been such a fun day!" "Great fun! Hope to see it in town again next year!"
"I can't believe I got to meet Ellen Hopkins!" (pictured, below)*



YALLFest Facts:

Date: Nov. 9 – 10, 2012
(Annually, second weekend in November. Typical weather: clear and dry, Lows in the 40s, highs in the 70s.)

Name: YA for Young Adult,
YALL for Southern!

Location: Charleston, SC
(population 355,000).

Audience: 2,000 avid readers.

Founded: 2011 *(YALLFest is a spin-off from the Capital Bookfest, which ran for five years in Washington, D.C. and Charleston.)*

Mission: To improve literacy through great Young Adult literature. To celebrate books and the worlds they create -- something that starts when we stop having picture books read to us and start curling up alone with a novel, continuing through adulthood.



To bring renowned and inspiring authors to an under-served group, including underprivileged and minority teen readers in the South. The YALLFEST audience is a devoted and passionate group of kids who take books and their authors to heart.

Through YALLFEST, authors are able to visit middle and high schools that have never hosted authors before and to bring reading and a love of literature to those who need it most.

Overview: YALLFEST: Charleston Young Adult Book Festival in its second year is the largest festival in the South specifically geared towards Young Adult (YA) literature.

Friday, Nov. 9 The College of Charleston will host master classes, where area students will work with YA authors in intimate round-table sessions.

Saturday, Nov. 10: The main event: Panels, readings, book signings, live music, games and more on Upper King Street, stretching from Blue Bicycle Books to the historic Art Deco American Theater.

Economic Impact: In 2011, 40 percent of attendees surveyed came from outside the Charleston area, with 15 percent staying overnight in an area hotel.

Why Charleston? Charleston is a city imbued with history, rich traditions, and Southern charm. Readers of Condé Nast magazines named it Top U.S. City to Visit in 2012, beating out San Francisco for the first time. Founded in 1670, Charleston was the richest city in Colonial America and played a prominent role in the American Revolution and the War Between the States. The city's historic district features 73 Colonial buildings, 136 more buildings dating to the late 1700s, and over 600 buildings built before the Civil War.



The city boasts over 150 restaurants; in recent years local chefs have been nominated or won James Beard Foundation awards annually. Upper King Street, the “Design District” where Blue Bicycle Books and YALLFest is located, is easily the fastest-growing retail area, with dozens of restaurants, galleries, and locally-owned boutiques.

Charleston has a rich literary heritage. Dubose Heyward, one of the leading figures of the “Charleston Renaissance” in the 1920s, wrote the novel *Porgy* and later composed the libretto to *Porgy and Bess* with George Gershwin on nearby Folly Beach. In recent years, writers like Pat Conroy, Sue Monk Kidd, and Anne Rivers Siddons have penned bestsellers about Charleston’s place in the modern South.



YALLFEST Organization

Executive Board:

Founder and Director

Jonathan Sanchez, Blue Bicycle Books

Directors of Programming

Margaret Stohl (Chairman of the Board) co-author, *Beautiful Creatures* series

Melissa de la Cruz (Treasurer) the *Blue Bloods* series

Andria Amaral, (Vice-Chair), YA services, Charleston County Public Library

Emily Williams (Secretary), teacher, Buist Academy

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Jennifer Besser, VP-Publisher Penguin Putnam Young Readers Group

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Cinda Williams Chima, *Seven Realms* series

Kami Garcia, the *Beautiful Creatures* series

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David Levithan, *Nick and Norah's Infinite Playlist*, et al.

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Sponsorship

Becoming a partner in YALLFest is more than just great exposure, it's aligning yourself with a rich cultural and literary community, and a powerful cause.

Our mission is to improve local literacy through great Young Adult literature. Our featured writers believe passionately in the power of books to improve the lives of people of all ages. As a literary hub, Blue Bicycle Books has a long history of community outreach. Store owner and festival founder Jonathan Sanchez runs the popular Write of Summer camp for kids, as well as LILA's Poets in the Schools Program at Burke High School. This year, we are expanding into Middle Grade (grades 2-6) and Crossover (adult) panels as well.

Be a sponsor of a fast-growing phenomenon. Young Adult is the hottest market in publishing. Through online and social media, YA writers are excellent at connecting with their audience. YALLFest's panels and book signings allow them to connect face-to-face. YA literature, while technically geared towards a middle grade and high school audience, has tremendous cross-over appeal (as seen in *The Hunger Games* and *Twilight* phenomena). The median target age for YALLFest is **23 years old**.

Exposure: At most levels of sponsorship your company's logo will be displayed in all printed materials: street banners, posters, postcards and on the official YALLFest Website. YALLFest was featured on MTV Hollywood Crush, *Publisher's Weekly*, *Charleston Magazine*, *The Charleston City Paper*, *The Post and Courier*. Blue Bicycle Books has been featured in *The New York Times*, *Southern Living*, *USA Today*, *Time Out New York*, *Vogue* and many more. We have retained the New York PR firm Goldberg, McDuffie to enhance our nationwide reach.

Online and social media is run by an experienced team of search engine optimization specialists who run YA fansites. Our 45 authors have a combined Twitter presence of over 1,000,000 followers.

Participating writers: Cassandra Clare (*The Mortal Instruments series*), Trenton Lee Stewart (*The Mysterious Benedict Society*), Kami Garcia and Margaret Stohl (*Beautiful Creatures*), Kathy Reichs (*Bones*), Pseudonymous Bosch (*The Name of this Book is Secret*), David Levithan (*Nick & Norah's Infinite Playlist*), Melissa de la Cruz (*Witches of East End*, *The Blue Bloods series*), Heather Brewer (*Eighth Grade Bites -- The Chronicles of Vladimir Tod*), Ellen Hopkins (*Crank series*), Holly Black (*The Spiderwick Chronicles*), Alison Noel (*The Immortals series*), Deborah Harkness (*A Discovery of Witches*) and Andrea Cremer (*Nightshade*).



Sponsorship Levels

Presenting Sponsor - \$7,500

- *Singular designation as festival presenter ("YALLFest 2012, brought to you by _____")
- *Company co-branded with YALLFest in all media/community relations
- *Front page booklet of schedule of events logo
- *Main Stage naming rights with a logo banner.
- *Exclusive logo on event tote bags.
- *All subsequent sponsor benefits

Premier Sponsor -- \$5,000

- *Side Stage or Big Tent naming rights
- *Front page website logo
- *Invitation to speak at VIP/Author Party
- *All subsequent sponsor benefits

Laureate Level -- \$2,500

- *Logo on website and all printed material
- *Option of premium exhibitor space
- *4 tickets to VIP/Author Party
- *All subsequent sponsor benefits

First Editions Club -- \$1,000

- *Logo on website and some printed materials, recognition in all online marketing
- *Event presentation rights, e.g:
"Southern Writers' Panel, presented by _____"
- *Option of exhibitor space
- *Included in all press materials
- *Promotional material in giveaway bags

YALLFest Member -- \$500

- *Recognition as supporter of YALLFest
- *2 tickets to VIP/Author Party



Custom sponsorships also available. 501c3 non-profit application is pending. All contributions made in the current fiscal year will be tax-deductible.

For more information please contact: Jonathan Sanchez, Blue Bicycle Books, 420 King St., 843.722.2666 cel 843-323-2834, jonathan@bluebicyclebooks.com yallfest.org

9/7/12