



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

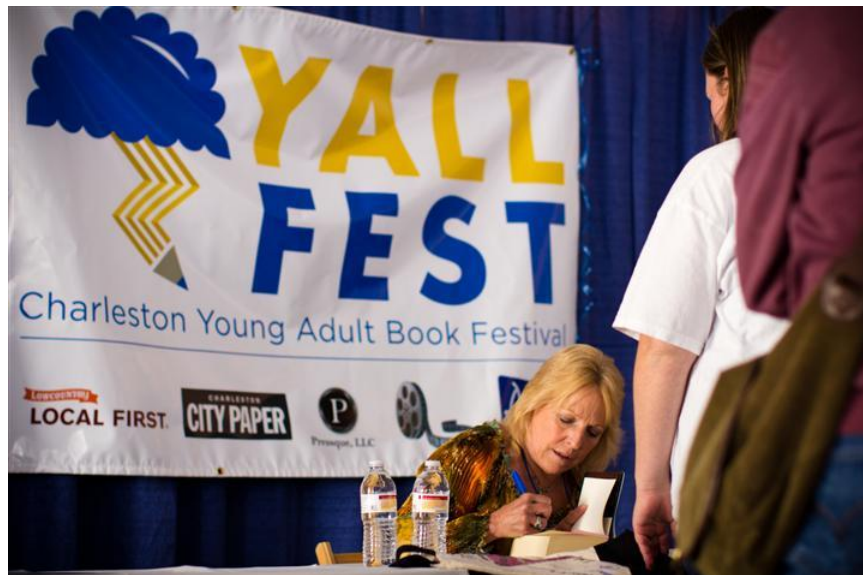
The third annual YALLFest will bring 50 top young adult and middle grade writers, including 25 *New York Times* bestsellers, to Charleston, S.C., Friday and Saturday, Nov. 8 and 9, 2013.

In only two years, YALLFest has gone from a grassroots hit to a full-fledged phenomenon. The 2012 festival brought 3,000 fans to a one-block stretch of Upper King Street. Hordes of excited fans waited in lines to meet their favorite authors, packed panels and talks, and a literary marketplace connected fans with vendors and literacy groups.

The day began with 600 fans attending the ticketed Keynote talk with Cassandra Clare and Holly Black, and ended with the YA Smackdown, with teams of authors competing in hilarious storytelling games.

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. 8 – 9, 2013  
*(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:** 3,000 avid readers.

**Founded:** 2011 *(The first YALLFest was a spin-off from the Capital Booksfest, 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 third year is the largest festival in the South specifically geared towards Young Adult (YA) literature. Our growing Middle Grade track, spearheaded by the New York Times Bestseller Pseudonymous Bosch, offers equally star-studded programming for an elementary school aged crowd.

**Friday, Nov. 8** The College of Charleston will host master classes. Writers visit local schools. Special event at the downtown branch of the Charleston County Public Library.

**Saturday, Nov. 9:** The main event: Panels, readings, book signings, live music, games and more at three Upper King Street venues: Blue Bicycle Books, historic Art Deco American Theater, and Charleston Music Hall.

**Economic Impact:** In 2012, 72 percent of ticket buyers were from outside the Charleston area.

**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, the *Beautiful Creatures* series (General Dir.)

Melissa de la Cruz, the *Blue Bloods* series (Crossover Track Dir.)

Kami Garcia, the *Beautiful Creatures* series (Young Adult Track Dir.)

Pseudonymous Bosch, the *Secret* series (Middle Grade Track Dir.)

Andria Amaral, Charleston County Public Library (Library Outreach Dir.)

Emily Williams, Buist Academy (School Outreach Dir.)

### **Advisory Board:**

Richard Abate, 3Arts Entertainment

Jennifer Besser, VP-Publisher Penguin Putnam Young Readers Group

Sarah Burnes, The Gernert Company

Cinda Williams Chima, *Seven Realms* series

Michelle Jaffe PhD, *Bad Kitty* series

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

Emily Meehan, Editorial Director, Disney-Hyperion

Carrie Ryan, *Forest of Hands and Teeth* series

Julie Scheina, Acquisitions Editor, ACSD

Molly Smith, Belle Pictures

David Stohl, Exec. VP Worldwide Studios, Activision

Sally Willcox, Creative Artists Agency



## 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 February Partners, a New York PR firm, 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 45-50 authors typically have a combined Twitter presence of over 1,000,000 followers.

**Top Participating Writers:** Veronica Roth (*Divergent*), Libba Bray (*Diviners*), Ransom Riggs (*Miss Peregrine's Home for Peculiar Children*), 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), Alyson Noel (*The Immortals* series), Lisi Harrison (*Monster High*, *The Clique*), James Dashner (*The Maze Runner*).



## Sponsorship Levels

### Presenting Sponsor - \$25,000

- \*Singular designation as festival presenter ("YALLFest 2013, brought to you by \_\_\_\_\_")
- \*Company co-branded with YALLFest in all media/community relations
- \*Front page booklet of schedule of events logo
- \*Naming rights to Charleston Music Hall venue
- \*Invitation to speak at VIP / Author Party
- \*Exclusive logo on event tote bags.

### Premier Sponsor -- \$15,000

- \*Naming rights to American Theatre venue
- \*Front page website logo
- \*Invitation to speak at VIP/Author Party
- \*All subsequent sponsor benefits
- \*Logo on Postcard

### Premier Sponsor with Ad Package -- \$17,500

### Party Sponsor -- \$10,000

- \*Exclusive Sponsor of VIP / Author Party and Oyster Roast, Fri., Nov. 9., with invitation to speak at Party
- \*All subsequent sponsor benefits

### Keynote Sponsor -- \$10,000

- \*Exclusive Sponsor of Keynote Talk with Veronica Roth and Rae Carson, Sat. Nov. 10 at Charleston Music Hall.
- \*Invitation to introduce Keynote Speakers on stage
- \*All subsequent sponsor benefits

### Laureate Level -- \$5,000

- \*Logo on website, Festival Poster, Banners
- \*Option of premium exhibitor space
- \*5 tickets to VIP/Author Party
- \*Promotional material in giveaway bags

### First Editions Club -- \$1,000

- \*Logo on website
- \*Event presentation rights, e.g:  
"Southern Writers' Panel, presented by \_\_\_\_\_"
- \*Option of exhibitor space

### YALLFest Member -- \$500

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

Print Deadlines: Postcard May 10, Festival Banner and Poster June 1

Requirements: High-resolution print-ready vector logo (250 dpi), and web-ready jpeg of logo



*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*