



BSPBF
BUFFALO SMALL PRESS BOOK FAIR

April 9th & 10th
Karpeles Manuscript
Library Museum

SPONSORSHIP OPPORTUNITIES

The Buffalo Small Press Book Fair provides a number of different partnership options for businesses and institutions; each level is tailored to provide the highest level of visibility and the greatest value for the sponsor. For just a modest investment, the BSPBF extends your reach to a targeted audience in a way that traditional advertising does not. After 10 years, the BSPBF has successfully worked with dozens of companies and thousands of individuals to provide them with an opportunity to share their products, their vision, and their contributions with the community.

WHY SPONSOR THE BOOK FAIR?

The Buffalo Small Press Book Fair has grown every year since its inception in 2007. The Fair provides the perfect opportunity for community organizations or printing, illustration, design, publishing, and retail businesses to convey their message to a targeted demographic. Every year, this unique Fair draws over 5,000 participants. These individuals, ranging in age from infant to adult, attend this event because they believe in the BSPBF's mission of bringing like-minded cultural workers together. These people are community-minded and excited to support businesses and institutions like yours!

FACTS ABOUT THE BUFFALO SMALL PRESS BOOK FAIR

- + The BSPBF website receives 5,000 unique visitors over a 120-day period (January-April)
- + The average website visit is 4 minutes, with an above average click-through rate of 7%
- + The BSPBF prints and distributes 2,500 handbills throughout the Great Lakes region
- + The BSPBF prints and distributes 500 posters throughout the Great Lakes region
- + The BSPBF prints and distributes 1,000 commemorative programs to Fair attendees
- + The BSPBF has a strong social media presence nationally and internationally; sponsors are featured prominently in social media highlights on a daily basis
- + The BSPBF is now a 4-day long event that hosts over 200 cultural workers and boasts over 5,000 attendees

Associating your company logo or name with a local arts event lets people know that your business is proud to support the Western New York community. Depending on your sponsorship level, your logo and company name will appear on myriad promotional materials, including our website, sponsor spotlight Facebook posts, and the official event program! Also, as a Gold, Silver, or Bronze Sponsor, your business is guaranteed a table at the BSPBF, free of charge. This is a truly unique way to advertise your business while participating in a grassroots community event.

INTERESTED IN SPONSORING THE BSPBF?

Sponsoring the Buffalo Small Press Book Fair is easy - just select a level that works for you and fill out the online sponsorship application: www.buffalosmallpress.org/sponsor-application

This will put you in great company - previous sponsors of the BSPBF include: Block Club, City Dining Cards, The Poetry Collection at SUNY at Buffalo, the Art Conservation Department at Buffalo State College, Yelp!, Hodgins Engraving Co., Talking Leaves Bookstores, Rust Belt Books, SUNY at Buffalo Visual Studies Department, Villa Maria College, Manhattanville College, Broken Pencil Magazine, Fly Rabbit Press, The Public, Pistachio Press, Great Lakes Review, Just Buffalo Literary Center, Sugar City, and so many more!

BRONZE SPONSORSHIP - \$250

Entry level sponsorship provides the following perks:

- + A color webtile (300p x 300p) on the BSPBF website homepage & a link in the Sponsor sidebar
- + Black & white logo on the back of official BSPBF handbills (printed in an edition of 2,500 and distributed throughout the Great Lakes region)
- + A quarter-page black & white ad (3" x 4") in the official BSPBF commemorative program (printed in an edition of 1,000) distributed to Fair attendees
- + Spotlight features including links on all relevant BSPBF social media platforms (Facebook & Twitter)

SILVER SPONSORSHIP - \$500

Secondary level sponsorship provides the following perks:

- + A color webtile (300p x 300p) on the BSPBF website homepage & a link in the Sponsor sidebar
- + Color logo on the back of official BSPBF handbills (printed in an edition of 2,500 and distributed throughout the Great Lakes region)
- + A half-page black & white ad (7" x 4") in the official BSPBF commemorative program (printed in an edition of 1,000) distributed to Fair attendees
- + Spotlight features including links on all relevant BSPBF social media platforms (Facebook & Twitter)

GOLD SPONSORSHIP - \$750

Primary level sponsorship provides the following perks:

- + A color webtile (300p x 300p) on the BSPBF website homepage & a link in the Sponsor sidebar
- + Color logo on the back of official BSPBF handbills (printed in an edition of 2,500 and distributed throughout the Great Lakes region)
- + A full-page black & white ad (7" x 8") in the official BSPBF commemorative program (printed in an edition of 1,000) distributed to Fair attendees
- + Spotlight features including links on all relevant BSPBF social media platforms (Facebook & Twitter)

REMEMBER: with any level of sponsorship, you'll receive a full table (3' x 8') at the BSPBF both days!

THANK YOU FOR CONSIDERING THE BSPBF FOR YOUR OUTREACH NEEDS!

For more about the Fair, visit the website at www.buffalosmallpress.org