Baltimore is Brilliant

Baltimore’s creativity is bold, powerful and beautiful. We see our city’s talents on display time and time again, through the tapestry of artists’ murals and installations on our walls and public spaces; through our performance halls, enlivened with music, dance, and theater; our stories captured by the written word, photographed, and filmed; and in our culinary entrepreneurs.
Baltimore Book Festival

At Baltimore Office of Promotion & The Arts (BOPA), we believe that arts and culture ignite the imagination, illuminate the human condition, and inspire meaningful engagement. We seek to spark creative ideas that uplift and enliven our city and the world. That event has grown to become the Baltimore Book Festival, one of the preeminent literary events in the country—attracting scores of top authors and more than 100,000 book lovers to our Inner Harbor every fall.
Light City

They overwhelmingly supported BOPA in the creation of Light City, a festival that illuminated Baltimore’s spirit with light art, music and innovation. In its three-year history, Light City has become a signature event for Baltimore, as well as an internationally renowned Light Art Festival—attracting more than 400,000 festival attendees annually and featuring artists from around the world.
Brilliant Baltimore

In 2019, the Baltimore Office of Promotion & The Arts will brighten the beacon of our individual festivals by combining the literary brilliance of the Baltimore Book Festival with the luminous glow of Light City.

For ten days, from Friday, November 1– Sunday, November 10, 2019, we invite the city, the region, and the world to Baltimore for a festival of enlightenment and illumination through visual, performing, literary, and culinary arts—and we invite you to join us once again as a partner.
Light City

Demographics

1.3+ million
people reached

180+
unique performances

3.46 billion
social media impressions

100+
light art installations

$4 million+
awarded to artists

$111.6 million
economic impact for Baltimore
Join Our Other Esteemed Sponsors
Sponsorship Opportunities
Concourse Opportunities

The Baltimore Office of Promotion & The Arts would like to invite you to be apart of unique festival concourse, that leave a lasting impression on festival goers.

- **Family Friendly Zone (Blue)**
- **Millennial Zone (Pink)**
- **BGE Light Art Zone (Green)**
Neighborhood Lights Opportunities

Light City is truly a city-wide celebration, and Neighborhood Lights showcases Baltimore’s diverse and culturally rich communities. As a Neighborhood Lights sponsor, support community activation and engagement through art and literature for Baltimore visitors and residents alike.
Neighborhood Lights

8 Neighborhood Locations through the Enoch Pratt Free Library

- Central Library
- Brooklyn Library
- Edmondson Library
- Forest Park Library
- Herring Run Library
- Northwood Library
- Walbrook Library
- Southeast Anchor Library
Special Event Opportunities

Align your brand with a specific cause or special activity at the Baltimore Book Festival at Light City.

- Halloween Preview Night
- Storybook Parade
- 4 Keynote Speaker Meet & Greets
- Sam Talbot Dinner ($25,000 Transamerica)
Special Events May Include

**Halloween Preview Night**

On October 31, 2019, BOPA will be doing a sneak peek of all the Light and Lit coming to Inner Harbor for the Baltimore Book Festival at Light City. Be the first to witness us light up the night with amazing artwork.

**Storybook Parade**

Baltimore Book Festival- goers who are well acquainted with the Storybook Parade are use to seeing their favorite fairytale characters walking down the promenade, this year with the union of the Baltimore Book Festival and Light City we wanted to add even more magic to this wondrous event. Children will see their favorite book characters come to life with the addition of light, to illuminate the whole experience.
Special Events May Include

4 Keynote Speakers

Having a chance to meet and interact with some of your favorite authors and chefs is the highlight of any major literary festival. This year BOPA is hosting ticketed events where you will get the chance to meet: Carla Hall, Sam Talbot, Nnedi Okorafar, and Hill Harper.

Sam Talbot Dinner

For Light City 2019, BOPA is offering a new experience to the City of Baltimore, a chefs dinner. Sam Talbot, best known as a semi-finalist on Season 2 of Bravo's Top Chef, will be hosting a menu created specifically for Light City and with the purchase of a ticket and you can enjoy a night of delicious wonders.
Art Installation, Stage, Program Area Opportunities

The main attractions to the Baltimore Book Festival and Light City are the literary stages including the popular Literary Salon and numerous bespoke illuminated light artworks located along the festival promenade.

- 20 Art installations
- Literary Salon/Food for thought Stage
- Inner Harbor Stage
- Enoch Pratt Free Library Children's Stage
- Sound Off Live Music Stage
- Street Live Music
Luminary Lounge Sponsorship

Join Light City’s guests—including authors, keynote speakers, performers, visual artists, and business partners—in the Luminary Lounge. Accessible only by pass, guests can enjoy an exclusive experience at the third floor of the Imet Columbus Center.
VIP Lounge At Pier 5 Hotel

Offering complimentary wine, beer and hors d'oeuvres, and permanent happy hour pricing on spirits. Select evenings will feature a private meet and greet with guest artists, performers, and keynote speakers.
Levels of Sponsorship
# Presenting Sponsor

**$500K**

**Tickets**
- 20 Tickets for Pier 5 VIP area
- 15 Tickets to Sam Talbot Dinner
- 20 Tickets to author meet and greet (Luminary Lounge)

**Logo Placement**
- Name and logo included in on-site signage
- 30 Corporate video looped on selected screens (no sound)
- Logo link on BOPA website through Nov. 2019

**Program**
- Full page, color ad in program
- Welcome Letter included in Official program

**VIP**
- VIP parking and shuttle
- VIP Art Golf Cart Tour
- Use of event space for private event

**Recognition**
- Recognized as Presenting Sponsor of The Baltimore Book Festival at Light City in all press releases and printed collateral
- Recognized as Presenting Sponsor of The Baltimore Book Festival at Light City concourse or installation of choice (based on availability)
- Opportunity for company executives to bring greetings on opening night
<table>
<thead>
<tr>
<th><strong>Founding &amp; Sustaining Sponsors</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$250K</strong></td>
</tr>
</tbody>
</table>

**Tickets**
- 12 Tickets for Pier 5 VIP area
- 10 Tickets to Sam Talbot Dinner
- 12 Tickets to author meet and greet (Luminary Lounge)

**Logo Placement**
- Name and logo included in on-site signage
- :30 Corporate video looped on selected screens (no sound)
- Logo link on BOPA website through Nov. 2019

**Program**
- Full page, color ad in program

**VIP**
- VIP parking and shuttle
- VIP Art Golf Cart Tour
- Use of event space for private event

**Recognition**
- Recognized as a Founding & Sustaining Sponsor of The Baltimore Book Festival at Light City
- Recognized as a presenting sponsor of a The Baltimore Book Festival at Light City program area or installation of your choice (based on availability)
- Opportunity for company executives to bring greetings on opening night
<table>
<thead>
<tr>
<th><strong>Leadership Sponsor</strong></th>
<th><strong>Tickets</strong></th>
<th><strong>Logo Placement</strong></th>
<th><strong>Program</strong></th>
<th><strong>VIP</strong></th>
<th><strong>Recognition</strong></th>
</tr>
</thead>
</table>
| **$100K**              | - 8 Tickets for Pier 5 VIP area  
- 8 Tickets to Sam Talbot Dinner  
- 8 Tickets to author meet and greet (Luminary Lounge) | - Name and logo included in on-site signage  
- :30 Corporate video looped on selected screens (no sound)  
- Logo link on BOPA website through Nov. 2019 | - Full page, color ad in program | - VIP parking and shuttle  
- Use of event space for private event | - Recognized as a Leadership Sponsor of The Baltimore Book Festival at Light City  
- Recognized as a supporting sponsor of The Baltimore Book Festival at Light City program area of your choice (based on availability) |
<table>
<thead>
<tr>
<th><strong>Major Sponsor</strong></th>
<th>$50K</th>
</tr>
</thead>
</table>
| **Tickets**       | - 5 Tickets for Pier 5 VIP area  
                  | - 4 Tickets to Sam Talbot Dinner  
                  | - 4 Tickets to author meet and greet (Luminary Lounge) |
| **Logo Placement**| - Name and logo included in on-site signage |
| **Program**       | - Full page, color ad in program |
| **VIP**           | - VIP parking and shuttle |
| **Recognition**   | - Recognized as a Major Sponsor of The Baltimore Book Festival at Light City  
<pre><code>              | - Recognized as a Co-sponsor of The Baltimore Book Festival at Light City program area of your choice (based on availability) |
</code></pre>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Co-Sponsor</strong></td>
<td>$25K</td>
</tr>
</tbody>
</table>
| **Tickets**  | - 2 Tickets for Pier 5 VIP area  
- 2 Tickets to Sam Talbot Dinner  
- 2 Tickets to author meet and greet (Luminary Lounge) |
| **Logo Placement** | - Name and logo included in on-site signage |
| **Program**  | - Full page, color ad in program                                |
| **Recognition** | - Recognized as a Co-Sponsor of The Baltimore Book Festival at Light City  
- Recognized as a Contributing Sponsor of a The Baltimore Book Festival at Light City program area (based on availability) |
SECTION III

Form + Contact
# Sponsorship Commitment Form

## Sponsor Levels
- [ ] Presenting Sponsor - $500,000
- [ ] Founding & Sustaining Sponsor - $250,000
- [ ] Leadership Sponsor - $100,000
- [ ] Major Sponsor - $50,000
- [ ] Co-Sponsor - $25,000

## Concourse Opportunities
- Family Friendly Zones (Blue)
- Millennial Zone (Pink)
- Traditional Art Zone (Green)

## Luminary Lounge Sponsorship

## VIP Lounge at Pier 5 Hotel

## Neighborhood Lights Opportunities
- Central Library
- Brooklyn Library
- Edmondson Library
- Forest Park Library
- Herring Run Library
- Northwood Library
- Patterson Library
- Southeast Anchor Library

## Art Installation & Stages
- 20 Art Installations
- Literary Salon/Food for Thought Stage
- Inner Harbor Stage
- Enoch Pratt Free Library Children’s Stage
- Sound Off Live Music Stage
- Street Live Music Stage

## Form Fields
- **Name**
- **Company**
- **Address**
- **City/ State/Zip**
- **Phone**
- **Email**

A check in the amount of $_________ is enclosed.
Please charge $_________ to my company credit card. ( ) ( ) ( ) ( )
Contact

Tony Covington
Chief Development Officer
tcovington@promotionandarts.org
443.263.4337

Bob Sicard
Senior Development Officer – Corporate Sponsorship
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443.263.4321
Thank You