

# JAX URBAN X Book Festival

JAX URBAN BOOK FESTIVAL  
SATURDAY, JANUARY 25, 2025  
JAMES WELDON JOHNSON PARK  
135 W MONROE STREET  
JACKSONVILLE, FL 32202



## EXHIBITOR & SPONSORSHIP OPPORTUNITIES



DREAMWEEK *Dr.* BROOKS DUNBAR  
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Greater FIRST COAST CHAMBER  
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# ABOUT THE EVENT

The **2025 JAX Urban Book Festival** is a unique opportunity for your organization to connect with the local community, book enthusiasts, and aspiring authors. The Festival will include an Author Showcase with published authors promoting and selling their books, Masterclass sessions on the writing and publishing process for aspiring authors and a Silent Auction with proceeds benefitting DREAMWEEK INC. The Festival is open to the public - all are welcome!

**DREAMWEEK INC.** is a registered 501 (c)3 nonprofit agency with a mission to promote social progress and community engagement through the lens of Dr. King's dream. Although social progress themes may change each year, program themes have included youth, education, health, women, entrepreneurship, and community safety.

The JAX Urban Book Festival strives to bring over 400 attendees from the Southeast region of the United States and will include 50+ authors from across a wide range of genres with a focus on the urban experience. Sponsors and exhibitors will receive acknowledgement prior to, during and after the festival through festival materials, the website and social media, and enjoy significant contact with attendees during the author showcase.

## Key JUBF25 Events:

- November 1, 2024 - Launch Virtual Holiday Bookstore
- January 24, 2025 - Aspiring Author Workshops, The Jessie, Jacksonville, FL
- January 24, 2025 - Author VIP Happy Hour, The Jessie, Jacksonville, FL
- January 25, 2025 - JAX Urban Book Festival, James Weldon Johnson Park, Jacksonville, FL

We look forward to your participation in this community event, and to welcoming you in Jacksonville, FL in January 2025.

## TERMS AND CONDITIONS

Applications will not be considered complete until payment is received. All Sponsors/Exhibitors agree to abide by terms and conditions. All specialty and marketing packages will be assigned on a first come, first serve basis and is subject to availability.

No refunds will be made after December 31, 2024. Cancellation requests received after December 31, 2024, will result in [DREAMWEEK JAX, INC.](#) retaining the entire amount Exhibit fee. A 75% refund will be made if notification is received in writing prior to December 31, 2024. For your files, our EIN# is: [83-1472911](#).

**Exhibit Removal; Exhibit Space:** The exhibitor assumes responsibility for any and all loss, theft and/or damage to exhibitor's displays, equipment and other property while on event premises, and hereby waives any claim or demand it may have against event venue or DREAMWEEK JAX, INC. and their respective parent, subsidiary and other related or affiliated companies from and against any attorneys' fees and costs, arising from or in connection with the exhibitor's occupancy and use of the exhibition premises or any part thereof or any negligent act, error or omission of the exhibitor or its employees, subcontractors or agents.



To purchase a sponsorship package, please visit: [jaxurbanbookfest.com](http://jaxurbanbookfest.com)

# EXHIBITOR PACKAGES

*Exhibitor Packages include sponsorship opportunities that allow for **a booth** in the Author Showcase and include various marketing opportunities before, during and after the festival.*

	WRITER'S BLOCK*	BINGE READER	FIRST EDITION	READER'S CHOICE	LITERARY INFLUENCER
Price	\$500*	\$1,500	\$3,500	\$5,000	\$10,000
Booth Attendees	2	2	2	2	4
Ad size in Digital Festival Program	BUSINESS CARD	QUARTER PAGE	HALF PAGE	HALF PAGE	FULL PAGE
Attendee Bag Insert	X	X	X	X	X
Logo on Presentation Screen	X	X	X	X	X
Logo on Event Website	X	X	X	X	X
Logo on Festival Marketing Materials	X	X	X	X	X
Social Media Recognition	X	X	X	X	X
# Tickets to Authors VIP Happy Hour		1	2	3	6
Booth attendees receive VIP Lunch with Authors		X	X	X	X
Logo on signage during event		X	X	X	X
Assigned Recognition - "Stage Sponsored by X"					X
Mic time at Opening & Closing					5 minutes
One-night hotel room stay					X

**Please note:** All sponsorships must be **paid in full** before any logos are placed in/on festival marketing materials.



\* 50% discount available for Non-profits (Writer's Block).  
To be eligible for the Non-profit discount, must be a small or emerging grassroots 501 (c) with income up to \$250K.  
\*\* Additional booth attendees will be \$25 per person.

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[jaxurbanbookfest.com](http://jaxurbanbookfest.com)



# SPECIALTY PACKAGES

Specialty packages allow brand exposure at the festival. These packages **DO NOT** include a booth in the Author Showcase. Limited company sponsorships permitted.

	"PROOFREADER" BAG & LANYARD SPONSOR	"BOOKS & CAFE" MEAL SPONSOR	"PUBLISHING" PRINT SPONSOR	"RAVE REVIEWS" NETWORKING NIGHT SPONSOR	"BEST SELLER" KEYNOTE SPONSOR
Price	\$750	\$1,000	\$2,500	\$2,500	\$5,000
Number available	1	3	1	1	2
Ad size in Digital Festival Program	BUSINESS CARD	BUSINESS CARD	QUARTER PAGE	QUARTER PAGE	HALF PAGE
Attendee Bag Insert	X	X	X	X	X
Logo on signage throughout festival	X	X	X	X	X
Logo on Festival Marketing Materials	X	X	X	X	X
Social Media Recognition	X	X	X	X	X
Logo on signage next to food stations		X		X	
Logo on event website			X	X	X
Number of tickets to Authors VIP Happy Hour				4	
Logo on Signage during Keynote presentation					X
Bag Insert					X
30-second Company introduction prior to Keynote					X
Introduction of Keynote and presentation of speaker gift					X
2-Autographed copies of book					X

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# MARKETING PACKAGES

*Can't attend the festival? Here are opportunities to market your company with on-site signage and promotional advertising in the festival booklet. Limited company sponsorships permitted.*

	MASTERCLASS SPONSOR	GENRE AISLE SPONSOR	MARKETING SPONSOR
Price	\$250	\$250	\$500
Assigned Recognition - "Masterclass Sponsored by X"	X		
Assigned Recognition - "Aisle Sponsored by X"		X	
Full Page Ad and Social Media Recognition			X

**Please note:** All sponsorships must be **paid in full** before any logos are placed in/on festival marketing materials.

## SILENT AUCTION

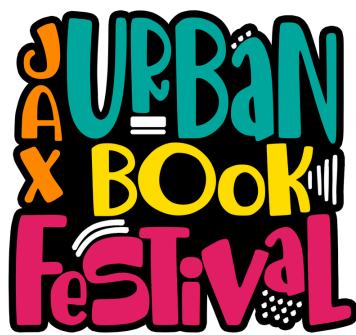
We highly recommend that each exhibitor provide a Giveaway at their booth. The item will remain at your booth during the entire festival encouraging additional traffic to your area. All items will be awarded at the end of the festival via general announcement to the attendees.

[DEAMWEEK INC](#) will be hosting a Silent Auction at the Author Showcase. Exhibitors are strongly encouraged to participate in this event by donating an item to the Silent Auction with a minimum value of \$50.00. [DREAMWEEK INC](#) is a registered 501 (c)3 nonprofit agency with a mission to promote social progress and community engagement through the lens of Dr. King's dream. Although social progress themes may change each year, program themes have included youth, education, health, women, entrepreneurship, and community safety. Your donation should be unique or tangible (examples: gift cards, iPad, Kindle, golf pass, dinner for two, etc.). Similar to the exhibitor Giveaways, all items will be awarded at the end of the festival via general announcement to the attendees.

In order to be listed in the Silent Auction section of the booklet, you must complete the [online donation form](#) before **December 31, 2024**. For questions regarding the Silent Auction, contact Natasha Slaughter, Festival Chair at [info@jaxurbanbookfest.com](mailto:info@jaxurbanbookfest.com) at (904) 351-8027.



To purchase a sponsorship package, please visit:  
[jaxurbanbookfest.com](http://jaxurbanbookfest.com)



Interested in being an  
exhibitor or sponsor?  
Please visit:



[jaxurbanbookfest.com](http://jaxurbanbookfest.com)



For questions:  
Natasha Slaughter,  
Festival Chair  
[info@jaxurbanbookfest.com](mailto:info@jaxurbanbookfest.com)  
904-351-8027

