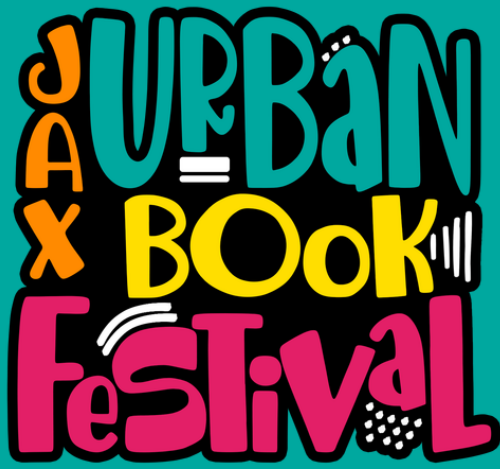
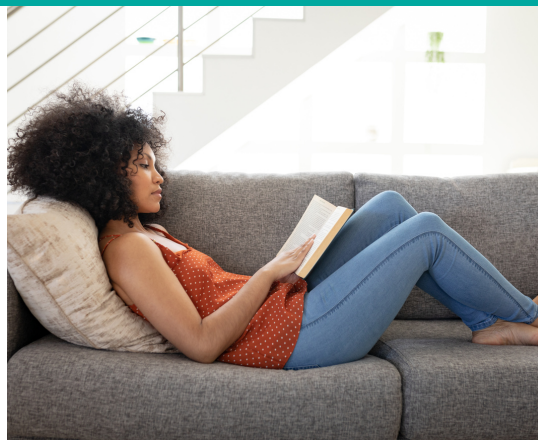




JAX URBAN BOOK FESTIVAL
SATURDAY, JANUARY 23, 2027
JAMES WELDON JOHNSON PARK
135 W MONROE STREET
JACKSONVILLE, FL 32202



EXHIBITOR & SPONSORSHIP OPPORTUNITIES



DREAMWEEK
Inc.

Dr. V BROOKS
DUNBAR
the confidence commander

Greater
FIRST COAST CHAMBER
COMMERCE INNOVATION TRADE

The
Center for
CONFIDENCE
Organizational and Leadership Coaching



ABOUT THE EVENT

The **2027 JAX Urban Book Festival (JUBF27)** is a celebration of **books, culture, and community**, bringing together authors, readers, aspiring writers, businesses, and community partners in Jacksonville, Florida.

JUBF27 is expected to welcome **500+ attendees and 75+ authors** from Jacksonville and across the Southeast. The festival experience includes an **Author Showcase, aspiring author programming, exhibitors, community partners, and more**, creating opportunities to discover new voices, connect with readers, and celebrate the power of storytelling.

Presented as part of **DREAMWEEK JAX** by **DREAMWEEK INC.**, a 501(c)(3) nonprofit, JUBF supports a broader mission of advancing social progress and community engagement inspired by Dr. Martin Luther King Jr.'s Dream.

Partner With JUBF27

Sponsorship provides valuable opportunities to **increase brand visibility, engage directly with attendees, and demonstrate your commitment to literacy, education, culture, and community**. Sponsors receive recognition before, during, and after the festival through digital marketing, social media, festival promotions, and on-site engagement.

Join us as a JUBF27 sponsor, exhibitor, or community partner and help us celebrate the stories and voices that connect our communities.

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, 2026. Cancellation requests received after December 31, 2026, 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, 2026. 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

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 Festival Program	BUSINESS CARD	QUARTER PAGE	HALF PAGE	HALF PAGE	FULL PAGE
Attendee Bag Insert	X	X	X	X	X
Logo on Presentation Screen during Author Workshops	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 Pre-Event Networking/Happy Hour		1	2	3	6
Logo on signage during event		X	X	X	X
Assigned Recognition - "Stage Sponsored by X"					X
Mic time at Opening & Closing					5 minutes

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.

To purchase a sponsorship package, please visit:
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	"PUBLISHING" PRINT SPONSOR	"RAVE REVIEWS" NETWORKING NIGHT SPONSOR	"STORYTELLER" MARKETING SPONSOR	"BEST SELLER" KEYNOTE SPONSOR
Price	\$1,000	\$3,500	\$3,500	\$5,000	\$7,500
Number available	1	1	1	2	2
Ad size in Festival Booklet	BUSINESS CARD	QUARTER PAGE	QUARTER PAGE	HALF PAGE	FULL 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 event website		X	X	X	X
Number of tickets to Pre-Event Networking/Happy Hour			2	4	6
Sponsored recognition on Electronic Billboards				X	X
Bag Insert				X	X
Logo on Signage during Keynote presentation					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	QUARTER PAGE AD	HALF PAGE AD	FULL PAGE AD
Price	\$250	\$250	\$250	\$500	\$750
Assigned Recognition - "Masterclass Sponsored by X"	X				
Assigned Recognition - "Aisle Sponsored by X"		X			

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

MARKETING REACH & VISIBILITY

Partnering with the **JAX Urban Book Festival** and **DREAMWEEK JAX** connects your brand to an extensive network of readers, professionals, families, community leaders, and supporters throughout Northeast Florida and beyond.

Our combined marketing, media, and community engagement provides:

- **500,000+ regional reach** throughout Jacksonville and the surrounding area
- **750,000+ nationwide reach** through digital marketing, partnerships, and promotional networks
- **30,000 monthly website** views during peak promotional periods
- Exposure through **Visit Jacksonville**, with an audience of more than **110,000 followers**
- Access to the **Jax Melanin Market community** of more than **40,000 followers**
- Media exposure through **WJCT News 89.9** and **First Coast Connect**, reaching more than **100,000 weekly listeners**
- Expanded visibility during **MLK Jr. holiday programming**, connecting JUBF with DREAMWEEK JAX awareness, advocacy, and community activities

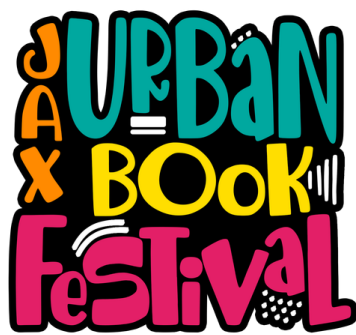
Extend Your Brand Beyond Event Day

JUBF sponsorship is designed to deliver visibility **before, during, and after the festival** through website promotion, email marketing, social media, community partnerships, media exposure, event signage, and direct attendee engagement.

Your partnership puts your brand at the center of Books. Culture. Community.



To purchase a sponsorship package, please visit:
jaxurbanbookfest.com



Interested in being an
exhibitor or sponsor?
Please visit:



jaxurbanbookfest.com



For questions:
Natasha Slaughter,
Festival Chair
info@jaxurbanbookfest.com
904-351-8027

