

THE 4TH ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL

**SATURDAY
AUGUST 30TH,
2025**



**ARTPARK
LEWISTON, NY
14092**

**Free to Attend 🌈 Thousands of Books for \$1 or Less 🌈 Local Vendors
Balloon Animals 🌈 Storytelling 🌈 Face-Painting 🌈 Surprise Guests
Plus a Special Raffle with Prizes Donated by Some of the
World's Best Storytellers**

SPONSORSHIP REQUEST PACKET

THE 4TH ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL SATURDAY, AUGUST 30TH, 2025 @ ARTPARK STATE PARK



The Better Off Read Summer Book Festival is an annual, all-ages, free-to-attend, literary festival held in Lewiston, NY with the mission to encourage reading, promote writing, and celebrate storytelling. The festival features thousands of new and used books available for purchase at highly-discounted prices; vendor booths by local authors, artists, and merchants; food trucks and other concessions; complimentary attractions such as storytelling, face-painting, and balloon animals; a high-profile celebrity-sponsored basket raffle; and much more.

Having first been held at Stella Niagara in the summer of 2022, the festival has seen tremendous growth throughout the past three years. In 2024, the festival was given the opportunity to expand and relocate to Artpark State Park. The 3rd Annual Better Off Read Summer Book Festival occurred at Artpark on Saturday, August 31st, 2024, and it was an enormous success. The event took advantage of the new location and was able to include more books, vendors, and attractions than ever before. The efforts were rewarded with thousands of people traveling from all over the Western New York area to attend.

Over the years, the festival has been proud to receive support from dozens of area sponsors. These include well-known Western New York organizations such as the **Buffalo Sabres**, the **Buffalo Bisons**, the **Buffalo Bandits**, **Wegmans**, and more; as well as numerous smaller local businesses such as **Orange Cat Coffee Co**, **Vincenzo's Pizza**, **The Village Bake Shoppe**, **Kelly's Beauty Bar**, and many others.

Additionally, for each of the past three years, the event has been incredibly proud to feature a special raffle with prizes donated by some of the world's best storytellers. Previous donors to the festival include **Tom Hanks**, **Billie Eilish**, **Lin-Manuel Miranda**, **Scarlett Johansson**, **Bob Dylan**, **Aubrey Plaza**, **Bruce Springsteen**, **Sarah Silverman**, **South Park**, **Colleen Hoover**, **Foo Fighters**, **Nicolas Sparks**, **George Lucas**, **Tony Hawk**, and many more.

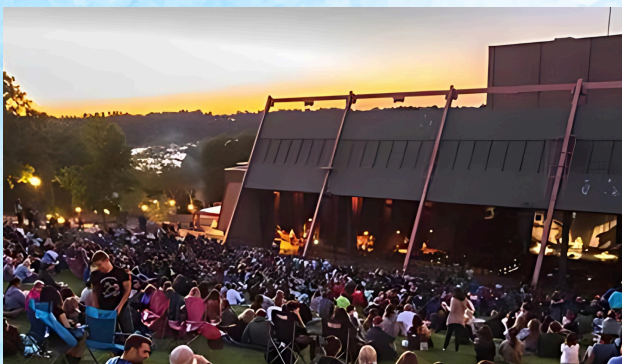
The event is proud to be returning to **Artpark** on **Saturday, August 30th, 2025** for "**The 4th Annual Better Off Read Summer Book Festival**".

THE 4TH ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL SATURDAY, AUGUST 30TH, 2025 @ ARTPARK STATE PARK



Lewiston, NY

The Village of Lewiston, NY is a stunningly gorgeous small town located along the Niagara River only a 20 minute drive from the majestic Niagara Falls. Known historically as the final stop on the Underground Railroad, and often viewed as the cultural centerpiece of Western New York; Lewiston attracts many visitors from all over the world each year looking to dive into its rich history and experience its unparalleled charm. The village has frequently been named one of the top ten small town treasures in the country and often receives national attention for its award-winning restaurants, cozy coffeehouses, vibrant outdoor pubs, and countless specialty shops.



Artpark

ARTPARK is a park and a cultural institution located on the Niagara Gorge in Lewiston. Established in 1974, Artpark is a collaboration between the New York State Parks and the cultural nonprofit institution, Artpark & Company.

Artpark is currently programmed and managed by an independent nonprofit Artpark & Co. and is widely regarded as a summer performance venue. Artpark delivers 150+ events attended by 150,000+ visitors, on 150+ acres of land over 110 days of summer.

THE 4TH ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL SATURDAY, AUGUST 30TH, 2025 @ ARTPARK STATE PARK



EVENT ORGANIZERS

IAN KINNEY

Hi, my name is Ian Kinney. I'm a writer from Lewiston, NY, and I run a small, non-profit publishing company alongside a free community library out of rented office space at my former elementary school, Stella Niagara Education Park.

The Better Off Read Summer Book Festival is my annual way of thanking the local community for donating books to my library throughout the year. However, it's also just my all-out and sincere attempt at trying to show people that reading, writing, and storytelling really can be so much cooler and more fun than they ever imagined.

The incredible support and positive reception this event has received throughout the past few years has been nothing short of a dream come true for me. It's my hope that this festival will continue growing and expanding for many more years to come.

MARLEE JAEGER

Marlee Jaeger is my long-running, part-time, summer assistant. She has been working with me ever since I was first coming up with the idea for this festival, and the event would never be possible without the time, dedication, and hard work she puts into it each year.

Marlee currently attends Fredonia State University as a third-year student and is enrolled in their Pre-Med Program. In addition to a lifelong love of reading, her other hobbies include binge-watching old episodes of *Gilmore Girls* at her desk, listening to Lana Del Rey, and eating Chipotle.



This festival would never be possible without the kindness, generosity, and support of our families, our friends, our volunteers, our entire community, and so many others.

CONTACT INFORMATION

Ian Kinney
716-830-3879
ianwkinney@gmail.com

Marlee Jaeger
marleebookfest@gmail.com

THE 4TH ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL SATURDAY, AUGUST 30TH, 2025 @ ARTPARK STATE PARK



PREVIOUS SPECIAL DONORS

The Better Off Read Summer Book Festival is proud to receive raffle prizes donated by notable individuals including best-selling authors, award-winning musicians, popular film and television stars, beloved comedians, legendary athletes, and many more.



Alex Lahey
Alfonso Ribeiro
Angel Olsen
Animal Collective
Anna Kendrick
Aubrey Plaza



The Avett Brothers
Beach House
Ben Schwartz
Big Thief
Bill Burr



Billie Eilish
Blink-182
Bob Dylan
Bob's Burgers
boygenius
Bruce Springsteen



Chelsea Cutler
Chloe Gong
Chris Pavone
Chris Pine
Colleen Hoover
Comedy Bang! Bang!



Daisy the Great
Dan Aykroyd
Danielle Fishel (w/
Rider Strong and Will
Friedle)



Dave Grohl
David Byrne
David Steinberg
Dean Koontz
Deftones
Diana Gabaldon



Dirty Heads
Emma Roberts
Gabe Henry
George Lucas
Ginny Hogan
Gregory Alan Isakov
Henry Rollins
Henry Winkler
How Did This Get Made?
(Paul Scheer, Jason
Mantzoukas, and June
Diane Raphael)



Idina Menzel
Jason Alexander
Jeff Bridges
Jeff Lemire
Jennie Egerdie
Jimmy Kimmel
Jonathan Franzen
Kathy Reichs
Kerry Washington



Kevin Smith
Khruangbin
Lauren Layne
Leila Mottley
"Lemony Snicket"



Lin-Manuel Miranda
Luke Jennings
Mac DeMarco
Mark Wahlberg
Marv Wolfman



Matthew McConaughey
Merge Records
Michael Connelly



Michael Schur
Michael Phelps
Mike Birbiglia
Mike Mignola
Mitski



My Morning Jacket
Nelson DeMille
Nicholas Sparks
Patton Oswalt



Pearl Jam
Pete Holmes
Quinn XCII
Rachel Bilson &
Melinda Clarke
Rachel Cohn
Rainn Wilson



Run The Jewels
Ryan George
Sarah Silverman



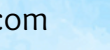
Scarlett Johansson
Seth Meyers
Sloane Crosley
South Park
Stars



Stephen Colbert
"Sterling Archer"
Steve-O
Sufjan Stevens
Tegan & Sara



Tom Hanks
Tony Hawk
Vampire Weekend
Wilco
Zac Brown Band



THE 4TH ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL SATURDAY, AUGUST 30TH, 2025 @ ARTPARK STATE PARK



PREVIOUS SPONSORS



A Dream is a Wish
Entertainment



Anderson's Frozen
Custard



Assemblyman
Angelo J.
Morinello



B & G
Gnomes



BB's Bingo



Be OK Studio



Birchtree Fotos



Broda
Machine
Company Inc.



Buffalo
Bandits



Buffalo Bisons



Buffalo
Sabres



D'Avolio



DiCamillo
Bakery -
Lewiston



Embraced by
God



Favorite's
Pizza



Kelly's Beauty
Bar



Lewiston
Porter High
School



NST - Niagara
Sports
Tournaments



Orange Cat
Coffee Co.



Power City
Eatery



Read It & Eat



Stanek
Electricity



Stella Niagara
Education Park



Stuart
Sports



Sweet Tooth
Ice Cream Cart



Vincenzo's
Pizza



The Village
Bake
Shoppe



Wegman's



You & Me



Youngstown
Village Diner

THE 4TH ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL SATURDAY, AUGUST 30TH, 2025 @ ARTPARK STATE PARK



SPONSORSHIP REQUEST FORM

The 4th Annual Better Off Read Summer Book Festival is hosted by Desales Resources & Ministries, Inc., a 501(c)(3) non-profit organization. Donations are tax-deductible. The purpose of this event is to encourage reading, promote writing, and celebrate storytelling. By agreeing to sponsor and donate to this event, you will be directly assisting in offsetting the costs of the festival and helping to make it as successful as possible.

Standard Sponsorship - \$250 Donation

Sponsors who donate \$250 or more will receive special acknowledgement as an event sponsor on the festival's website and social media. They will also be featured on event programs.

Major Sponsorship - \$750 Donation

Sponsors who donate \$750 or more will receive the full standard sponsorship package, however, they will additionally be featured as a key sponsor on all event posters and other potential advertising.

DONOR INFORMATION

Name: _____

Business Name: _____

Business Address: _____

Phone Number: _____

Email Address: _____

Website: _____

Sponsorship Level:
(Circle one)

Standard or Major

Donation Amount:

\$ _____

Please make checks payable to:
Desales Resources & Ministries, Inc

Desales Resources & Ministries, Inc.
4421 Lower River Rd
Stella Niagara, NY 14144