

# THE 3RD ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL

SATURDAY  
AUGUST 31ST, 2024



ARTPARK  
LEWISTON, NY 14092

FREE TO ATTEND 🌈 THOUSANDS OF BOOKS FOR \$5 OR LESS 🌈 LOCAL VENDORS  
BALLOON ANIMALS 🌈 STORYTELLING 🌈 FACE-PAINTING 🌈 SUPRISE GUESTS  
PLUS A SPECIAL RAFFLE WITH PRIZES DONATED BY SOME  
OF THE WORLD'S BEST STORYTELLERS

## SPONSORSHIP REQUEST PACKET

# THE 3RD ANNUAL BETTER OFF READ SUMMER BOOK FESTIVAL

## SATURDAY, AUGUST 31ST, 2024 @ ARTPARK



**The Better Off Read Summer Book Festival** is an annual literary festival held in Lewiston, NY with the mission to encourage reading, promote writing, and celebrate storytelling. The festival features thousands of books available for purchase at discounted prices; vendor booths by local merchants, restaurants, artists, and authors; kid-friendly activities such as storytelling, face-painting, and balloon animals; a high-profile celebrity-sponsored basket raffle; and much more.

The First Better Off Read Summer Book Festival took place at Stella Niagara on July 9th, 2022. The event was sponsored by over two dozen local small businesses such as Favorite's Pizza, Brickyard Pub & BBQ, and Orange Cat Coffee Co., as well as larger local companies and organizations such as the Buffalo Bisons, the Buffalo Bandits, and Wegmans. The event was a massive success and allowed for the festival to return again the following year.

The 2nd Annual Better Off Read Summer Book Festival was once again held at Stella Niagara on July 15th, 2023. The sophomore year for the event doubled the number of local vendors present and incorporated a number of new attractions for attendees to enjoy.

**The 3rd Annual Better Off Read Summer Book Festival** will take place on Saturday, August 31st at Artpark State Park in Lewiston, NY. This year's event will take advantage of the new venue and expand to include more books, vendors, and attractions than ever before. Additionally, for the third year in a row, the festival will proudly present a special basket raffle with gifts donated by some of the world's best storytellers. This year's star-studded list of celebrity donors includes: **Tom Hanks, Scarlett Johansson, Matthew McConaughey, Sarah Silverman, Neil Gaiman, Colleen Hoover, David Byrne, Wilco, Pearl Jam, Blink 182**, legendary icon **Bob Dylan**, superstar **Billie Eilish**, and more!



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## 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.

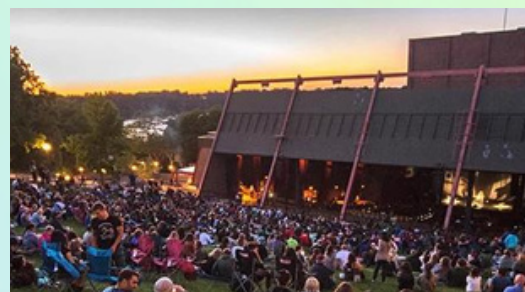
ARTPARK is a park and a cultural institution located on the Niagara Gorge in Lewiston. Established in 1974, Artpark is a collaboration between the New York State Parks and the cultural nonprofit institution, Artpark & Company.



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.



Artpark's Mainstage Theater comfortably provides indoor seating for up to 2,400 people and houses one of the largest stages in New York State. In addition, the theater's rear gates open to allow 2,000 people to view the stage from the lawn area. This professional theater is a fly house with an orchestra pit and is fitted with advanced sound and lighting capabilities. The theater has a rich 49+ year history of hosting performances by numerous cultural icons such as George Carlin and Bob Dylan, and it continues to serve as the area's premiere performance venue having recently hosted such popular acts as Jack White, Bon Iver, Buddy Guy, Tori Amos, "Weird" Al Yankovic, and many more.



## EVENT ORGANIZER:

# 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 can be so much cooler and more fun than they ever imagined. Over the past two years, the festival has already proven a larger success than I ever could have hoped. It truly means the world to me to return for a third time in August 2024, and I'm beyond confident that this will be our best year so far.

Relocating the festival to Artpark in 2024 is an absolute dream come true for me. Not only is it a gorgeous and beloved nationally-recognized venue, but it also holds a very special place in my heart. The summer between 3rd and 4th grade; I actually attended a daytime writing camp at Artpark. I still remember the story I wrote at the end of the month-long program. It was absolutely terrible. However, I like to think I've gotten a lot better over the years, and it just means so much to me to go back and celebrate writing at the same place where my journey with it first began.

This festival would never be possible without the help, generosity, and support of my family, my friends, my assistant, my volunteers, my community, my cat, and so many others.

### **CONTACT INFORMATION**

Ian Kinney  
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ianwkinney@gmail.com

[www.betteroffreadfestival.com](http://www.betteroffreadfestival.com)  
Ian Kinney - [ianwkinney@gmail.com](mailto:ianwkinney@gmail.com)



# 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 Di LEO
- ALEX LAHEY
- ALEXiS HALL
- ALFONSO RiBEIRO
- AMANDA PALMER
- ANGEL OLSEN
- AUBREY PLAZA
- THE AVETT BROTHERS
- BEN SCHWARTZ
- BILL BURR
- BOYGENIUS
- BRUCE SPRINGSTEEN
- CASEY MCQUISTON
- CHELSEA CUTLER
- CHRiS PAVONE
- CHRiS PiNE
- COLLEEN HOOVER
- DANIELLE FiSHEL (w/ RiDER STRONG AND WiLL FRIEDLE)
- DAVE GROHL
- DAVID STEINBERG
- DAiSY THE GREAT
- DEAN KOONTZ
- DEFTONES
- DiANA GABALDON
- DiRTY HEADS
- EMMA ROBERTS (w/ CAROLA LOVERiNG)
- GABE HENRY
- GiNNY HOGAN
- HOW DiD ThiS GET MADE? (PAUL SCHEER, JASON MANTZOUKAS, AND JUNE DiANE RAPHAEL)
- IDiNA MENZEL
- JASON ALEXANDER
- JEFF LEMiRE
- JENNIE EGERTDiE
- JONATHAN FRANZEN
- KATHY REiCHS
- KH RUANGBiN
- LAUREN LAYNE
- LEILA MOTTLEY
- “LEMONY SNICKET”
- LiN-MANUEL MiRANDA
- LUKE JENNINGS
- MARV WOLFMAN
- MERGE RECORDS
- MiCHAEL CONNELLY
- MiCHAEL SCHUR
- MiCHAEL PHELPS
- MiKE BiRBiGLiA
- MY MORNING JACKET
- NEIL GAIMAN
- NELSON DEMILLE
- NiCHOLAS SPARKS
- PATTON OSWALT
- PETE HOLMES
- PiGEONS PLAYING PiNG PONG
- QUINN XCII
- RACHEL BiLSON & MELINDA CLARKE (w/ AUTUMN REESER)
- RACHEL COHN
- RAINN WiLSON
- RUN THE JEWELS
- RYAN GEORGE & “PiTCH MEETINGS”
- SARAH SILVERMAN
- SETH MEYERS
- SLOANE CROSLEY
- STARS
- “STERLING ARCHER”
- SUFJAN STEVENS
- TEGAN & SARA
- TONY HAWK
- VAMPiRE WEEKEND
- WiLCO
- ZAC BROWN BAND

# PREVIOUS SPONSORS

- A DREAM IS A WISH ENTERTAINMENT
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- ASSEMBLYMAN ANGELO J. MORINELLO
- B & G GNOMES
- BB'S BINGO
- BARK BITES
- BE OK STUDIOS
- BRICKYARD PUB & BBQ
- BRODA MACHINE COMPANY INC.
- BUFFALO BANDITS
- BUFFALO BISONS
- D'AVOLIOS
- DICAMILLO BAKERY
- EMBRACED BY GOD
- ENERGY INTEGRATION GROUP
- FAVORITE'S PIZZA
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- KELLY'S BEAUTY BAR
- LEWISTON-PORTER HIGH SCHOOL
- THE MANZCAVE
- NIAGARA SPORTS TOURNAMENTS
- ORANGE CAT COFFEE CO.
- POWER CITY EATERY
- READ IT & EAT BOX
- THE 716 PEPPER COMPANY
- STANEK ELECTRICITY
- STELLA NIAGARA EDUCATION PARK
- STORM'S CUSTOM WOODWORKING
- STUART SPORTS
- VINCE AGNELLO PHOTOGRAPHY
- VINCENZO'S PIZZA
- THE VILLAGE BAKE SHOPPE
- WEGMANS
- YOU & ME
- THE YOUNGSTOWN LIBRARY





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### SPONSORSHIP REQUEST FORM

The 3rd 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 or more

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 and listed on press related material.

#### Major Sponsorship - \$1,000 or more

Sponsors who donate \$1,000 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:** Standard or Major  
(Circle One)

**Donation Amount:** \_\_\_\_\_

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

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