

# WISCONSIN BOOK FESTIVAL



presented by



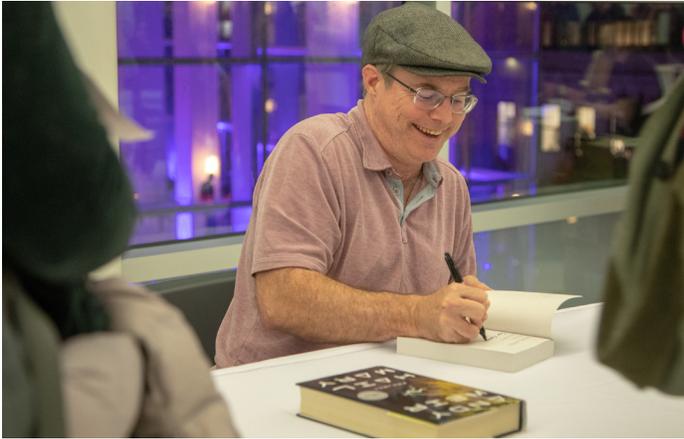
MADISON PUBLIC LIBRARY  
& Foundation

**2023 Media Kit**

# Wisconsin Book Festival

The Wisconsin Book Festival features local literary talents alongside national voices to create a unique lineup for all ages, offering free, diverse author programming that supports our library’s mission to learn, share and create. Attendees will discover new books or favorite writers, and enjoy unprecedented access to author discussions and great stories.

Presented by Madison Public Library in partnership with Madison Public Library Foundation, the festival hosts stand-alone author events throughout the year, plus an action-packed four-day fall celebration October 19-22. Most programs take place in person at Central Library or other Madison venues, with select events live streamed via Crowdcast. Find the full calendar at [wisconsinbookfestival.org](http://wisconsinbookfestival.org).



# At a Glance

- The Wisconsin Book Festival is Wisconsin's premier literary event. ***Most events are in person at Central Library, with select events at other libraries or venues, or live streamed via Crowdcast.***
- The annual fall celebration typically draws a local and regional audience of 15,000 people for in-person author events.
- Outside of the fall celebration, the Wisconsin Book Festival offers a wide variety of free programs throughout the year.
- Many Wisconsin Book Festival events are recorded and archived so they can conveniently be watched anytime on Crowdcast.



## History

Created by the Wisconsin Humanities Council in 2001, Madison Public Library, with the support of Madison Public Library Foundation, took leadership of the festival in 2013. Under the auspices of the library and former Festival Director Conor Moran, the festival has transformed into an experience more local to Madison, with a year-round series of author events.

Assuming leadership of the festival has opened new opportunities for Madison Public Library to connect with authors, publishers, media, and book lovers throughout the year. Partnerships keep the festival strong and provide fresh perspectives to continue the literary conversation in Madison. In winter 2023, Jane Rotonda became Festival Director. She is working with many local organizations and small businesses to create new partnerships that expand the festival's programming reach and amplify underrepresented voices.

# Social Media

**FOLLOW** us on social media. See our freshest content that you can share via your social networks. It may also spark story ideas.



**WIBookFest**



**@WIBookFestival**



**@WIBookFest**

**USE** the #WIBookFest hashtag on social media posts.

**BROWSE** our [Flickr](#) for photos to use for a news story or blog post. Click on the image you'd like to download, then on the download symbol (arrow pointing down) in the bottom right corner, and select the desired image size.

**SHARE** stories of how the Wisconsin Book Festival has connected you with local or national authors, introduced you to new reading material, or provided a unique cultural experience for you, your loved ones, or the local area. Perhaps most of all, talk about the events you are excited to enjoy this year!

# Other Ways to Share

**SHARE** posts to our sister pages: Madison Public Library, Madison Public Library Foundation, The Bubbler, Wisconsin Book Festival authors, hosting venues, and our generous sponsors.

Wisconsin Book Festival organizers appreciate the wide-ranging support to help us continue to bring literary and cultural events to our community.

Show support by sharing those posts with your own networks!

**GET INVOLVED** with the Wisconsin Book Festival. The festival relies on volunteers to help out behind the scenes with a variety of tasks.

Learn more at [wisconsinbookfestival.org/get-involved](http://wisconsinbookfestival.org/get-involved)

# More Information

For more information, contact:

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# Funding

The Wisconsin Book Festival is hosted by Madison Public Library in partnership with Madison Public Library Foundation. Sponsors make the festival possible through their private support. We'd like to thank our Wisconsin Book Festival sponsors for their generosity and dedication to the sharing of ideas.

Private funds raised by Madison Public Library Foundation contribute over \$100,000 to the festival annually. Sponsor benefits include logo recognition in a variety of digital and printed promotional materials, as well as on screen before select online festival programs. For more information about becoming a festival sponsor, contact Conor Moran, Madison Public Library Foundation Executive Director, at [cmoran@mplfoundation.org](mailto:cmoran@mplfoundation.org).

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