



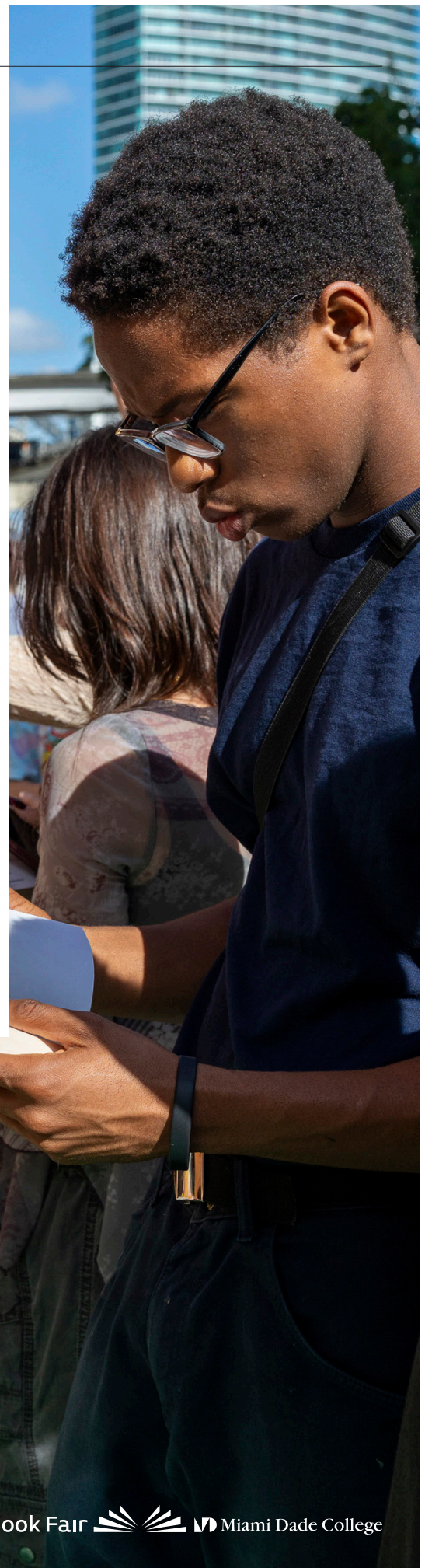
2025 SPONSOR IMPACT REPORT

Your Investment at Work



The mission of Miami Book Fair is to engage our community through inclusive and accessible year-round programming that promotes reading and supports writers throughout South Florida and beyond — and **it's work that we cannot execute without your generous support.** As cultural arts funding continues to shrink, it's you, our partners in cultural arts advocacy and community connection, who underwrites a significant portion of the Fair's funding, an amount that last year totaled \$1.3 million. Your commitment means more now than ever!

That support meant we were able to **welcome 500+ authors** to Miami Book Fair 2025, who dazzled audiences with tales of their works and lives. It meant **nearly 70,000 excited children, youth, and adults streaming through Street Fair** as they discovered new books and authors. And it meant **6,778 free books** going home with young readers.



2
ever dialogue. The
the skillfully drawn
e with a clear and
telling author

IMPACT AT A GLANCE

Literary Culture

572

AUTHORS & INTERVIEWERS

300+

PROGRAMS & EVENTS

22

COUNTRIES REPRESENTED
by Presenting Authors

Children & Youth

19,000

CHILDREN & STUDENT ATTENDEES

6,778

FREE BOOKS DISTRIBUTED
to Children & Youth

65

SCHOOLS HOSTED

Community Engagement

100+

PERFORMERS & PROGRAM PARTNERS at Children's Alley & Off the Shelf

120+

SPONSORS & COMMUNITY PARTNERS

900

VOLUNTEERS

Visibility & Economic Boost

70,000+

ATTENDEES
Across Eight Days

\$5,000,000+

POURED INTO OUR LOCAL ECONOMY

30,304,462

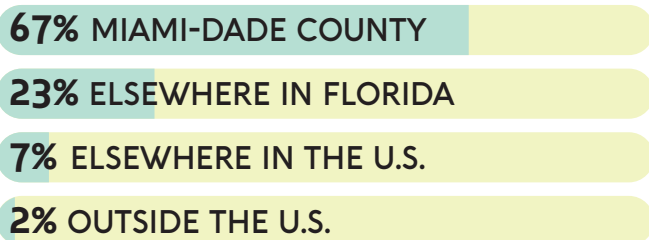
MARKETING IMPRESSIONS

THE MIAMI BOOK FAIR AUDIENCE

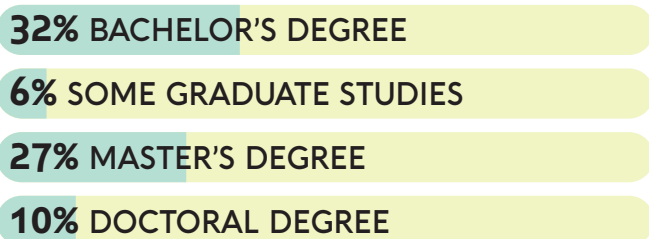
More than **70,000 CHILDREN AND ADULTS** CAME TO THE FAIR IN 2025, representing every demographic in Miami, including families with children, young professionals, new and established residents, and engaged literary arts lovers of many cultures. Here's what they looked like.



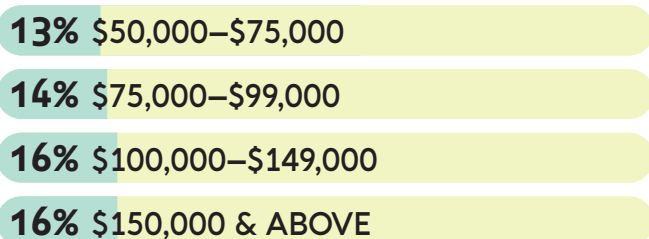
Primary Residence



Highest Level of Education

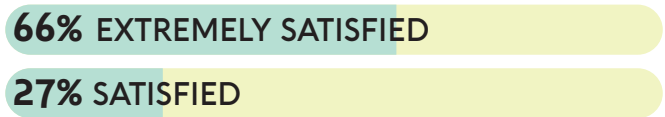


Household Income

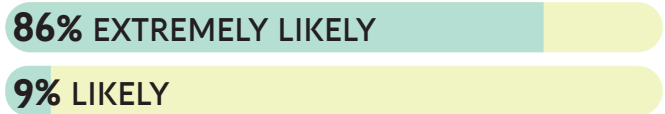


**20% replied "Prefer not to answer"*

Satisfaction With Book Fair Experience



Likelihood of Returning to the Fair in the Future



GETTING OUR NAME – AND YOURS – OUT THERE

30,304,462
MARKETING
IMPRESSIONS

20M
PEOPLE REACHED
VIA OUTDOOR
MEDIA

14M
SOCIAL MEDIA
IMPRESSIONS

5,700,000
DIGITAL MEDIA
IMPRESSIONS

120,000
INFLUENCER
VIDEO VIEWS

168,000
WEBSITE VISITORS
& **567,000**
PAGE VIEWS



MIAMI BOOK FAIR IN THE NEWS

A few of our 120+ media partners include:



120+

MEDIA PARTNERS

\$1.1M

ESTIMATED AD VALUE
(Radio + TV)

371

UNIQUE MEDIA STORIES

1,232+

MEDIA PICKUPS
& MENTIONS

6.91B

INDIVIDUALS
POTENTIALLY
REACHED OVERALL

5.61M

UNIQUE WEBSITE
VISITORS PER MONTH
(September–November)

SOCIAL MEDIA & DIGITAL ADVERTISING



@chattertonwilliams

Grateful to @miamibookfair for hosting me in conversation with one of my intellectual heroes, Henry Louis Gates, Jr.



@literally_lit_in_miami

"I want to go to @MiamiBookFair but is there anything my kids can do?"

Friend, part of the joy of raising readers is introducing them to the bookish life, and all the joy that comes with it! Every year take my kids and every year we spend HOURS in children's alley (conveniently near Smorgasbord AKA the food truck area)

Every year there are tons of activities, including:

- Author readings & panels (lil old me moderated one two years ago!)
- Author signings
- All the arts you can think of, and more
- Drumming
- Community art projects
- Skateboarding classes
- Making robots
- Drones
- Theater & music performances
- A sensory space
- Lots of games, hula hoops and
- Stilt walkers and street performers
- A read and chill zone
- Fun vendors

And so much more. It's a blast. Tomorrow is the last day, so you still have time!



@keilavall_author

Muchas gracias! #SalvarLaFrontera es un territorio que nos acerca. Todo ha estado precioso. Gracias a todas las personas que se acercaron ayer. Gracias, @rondoncm, @miamibookfair @marie.gal. A mis compañeros de panel, brillantes @naida.saavedra @juance67 @mendezguedezweb. Y a nuestros editores @carlos.sandoval_cs y @gustav_valle @equidistancias_editorial por esta alegría.



@mena_and_books

Day 1 at the miami book fair I met two amazing authors, wandered through so much gorgeous merch + art, saw the bookish girlies!!! and had the best matcha of my life. feeling so grateful to be here as a creator. Thank you so much.

EVENINGS WITH

Nighttime is the right time for Evenings With, **the Fair's most anticipated lineup**, year after year. From journalists to poets laureate to celebrity scribes, they're on our stage and talking to you. Sponsorship benefits for this high-profile series included introducing authors, private VIP receptions, and front-row seats for our sponsors and their special guests.

Miami Book Fair



KENNY CHESNEY & HOLLY GLEASON



SALLY MANN



KRIS ANDERSON & BARRY DILLER

WEEKEND AUTHORS

Conversations. Readings. Panel discussions. Literally hundreds of big-name and buzzed-about debut authors of all interests and genres held court during the Fair's final two days before **rapt audiences**, including **Jack El-Hai, Dr. Edda L. Fields-Black, Carl Hiaasen, Molly Jong-Fast, and Padma Lakshmi**, just to name a handful.



PADMA LAKSHMI



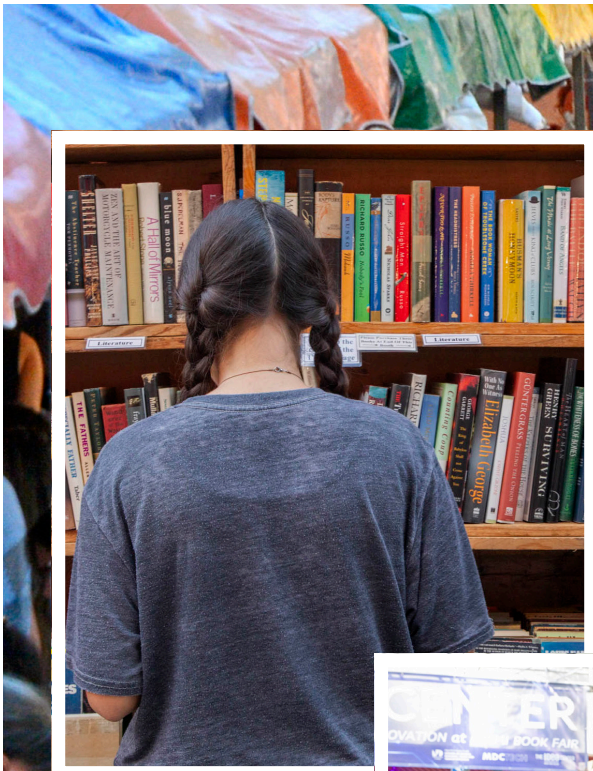
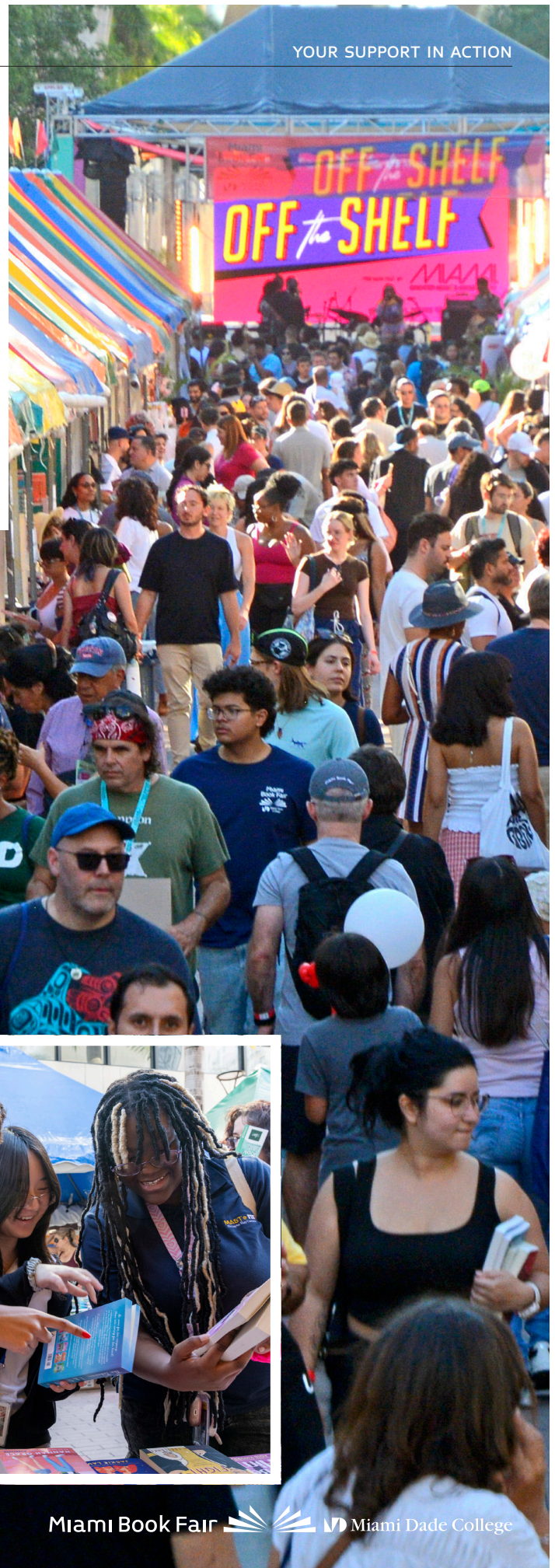
RABBI ANGELA BUCHDAHL



TRYMAINE LEE & JELANI COBB

STREET FAIR

Three days of book vendors, artisanal crafts makers, live music, art, performances, and games — all presented in a town square-like environment **where cultures and generations connected**. Our Street Fair exhibitors engaged with thousands of attendees and took advantage of the foot traffic generated by a busy Writer’s Row, Children’s Alley, and Smorgasburg Miami.



STREET FAIR SPONSOR ACTIVATIONS

We worked with all our sponsors to create tailor-made activations that drew Fair attendees to booths like bees to honey, leveraging their investment and **boosting their profile in Miami.**



APPLE



NICKLAUS CHILDREN'S HOSPITAL



NATU CHIPS

CHILDREN'S ALLEY

Children and families gathered for kid-friendly, literacy-promoting activities centered around **music, science and technology, creative arts, and health and wellness** at Children's Alley, where science demos, live theater, arts and crafts, and the Read & Chill Lounge infused the weekend with joy and wonder.



GENERATION GENIUS AUTHORS

The face-to-face discussions, Q&As, and journalist-for-a-day experience at the National Book Foundation's Teens Read event again made Generation Genius Authors **a huge draw for local schools and young readers**, who were thrilled to meet the people behind their favorite books.



FRIENDS OF THE FAIR

Our 600+ Friends of Miami Book Fair members are a wonderfully eclectic and involved group of individuals — of all ages, interests, and walks of life — united in their love of great books and bringing great writers to Miami. **Leaders across all industries in our community**, they spend Fair week with us year after year and provide funding that helps support our programming.



LOST CHAPTER

Grab a drink, connect with other Fairgoers, and have some fun. Lost Chapter happened every evening during Fair week and offered guests curated soundtracks, cocktails, and special programming from sponsors — who benefited from **engaged and captive audiences every night.**

OFF THE SHELF

Live music and literary entertainment on the Off the Shelf stage had thousands of Fairgoers swaying to the beat — and put our OTS sponsors directly in their line of sight.



AUTHORS' PARTY

Entry to our exclusive Authors' Party — where **Richard Blanco, Marlon James, Patricia Lockwood, Edel Rodriguez, Maggie Stiefvater**, and more made the party sparkle as brightly as the stars overhead — is a special invitation extended only to sponsors and high-level Friends of the Fair.



NEXT PAGE CELEBRATION DINNER

Our third annual Next Page celebration delivered yet another extraordinary evening, where we came together as a community to acknowledge the contributions of those who've made a significant impact on Miami's literary skyline: **The Shepard Broad Foundation; Maika and Maritza Moulite; Dr. Dorothy Jenkins Fields, Ph.D., and Dr. Edda L. Fields-Black, Ph.D.;** and **Carl Hiaasen.**



“We fund organizations and programs and leadership that work toward embracing immigrants into the community. We’re focused on that connection and the relationship between established immigrants and new arrivals — and the acts of kindness extended to them along the way.”

— DEBORAH BUSSELL,
THE SHEPARD BROAD FOUNDATION





MAIKA MOULITE



MARITZA MOULITE

“Miami Book Fair was easily one of our favorite experiences growing up in Miami. It was always such a magical time when we got the chance to attend with our family or on a field trip. There’s really nothing like meeting authors and being surrounded by people who love books just as much as we do. It’s helped shape us into who we are as people and artists.”

– MAIKA & MARITZA MOULITE

“Know your history, tell your story, pass it down to the next generation.”

– DR. EDDA L. FIELDS-BLACK, PH.D.



DR. DOROTHY JENKINS FIELDS, PH.D.



DR. EDDA L. FIELDS-BLACK, PH.D.



CARL HIAASEN

“I’ve been coming to Miami Book Fair since its first year, both as a guest and as a fan. No other literary event that I know of draws such a wide range of talented writers from around the world, or leaves readers with such bright and unforgettable memories.”

– CARL HIAASEN



NEXT PAGE 2025 BY THE NUMBERS

400+
guests!

75
MBF25
presenting
authors!

7
outstanding
honorees!

\$350,000
raised to help
ensure Miami
Book Fair's
future!

Countless
stories and
good times
shared among
our honorees
and guests!

THANK YOU TO OUR HOST COMMITTEE

Asha Elias, Chair

Mary Gamarra Whitehead, Chair

Monica Bloom

Danet Linares & Matt Haggman

Karen Safarik

Anick Vorbe

Dale Webb



A VERY SPECIAL THANK YOU TO OUR EVENT SPONSORS



The Stacey and Eric Mindich Fund for Jewish Stories



Chapman Foundation
Alvah H. and Wylene P. Chapman



The Linda Sawyer Frankel Foundation



Behna & Lanny Gardner • Danet Linares & Matt Haggman • Mary & Michael Carpenter • Alan Lafer & Susan Rose

PROGRAM SPONSORS

EVENINGS WITH



STREET FAIR



WEEKEND AUTHORS

The Stacey and Eric Mindich Fund for Jewish Stories



Ansin | Stewart



Zelda Kloner's Gift Fund



GGA & CHILDREN'S ALLEY



The Linda Sawyer Frankel Foundation



Meredyth Anne Dasburg Foundation

Alan Lafer & Susan Rose



Sandy and Ellen Nusbaum

Chapman Foundation Alvah H. and Wylene P. Chapman



THE Cowles Charitable Trust



Hermanowksi Foundation

Henry L. Kimelman Family Foundation

LOST CHAPTER



OFF THE SHELF



DIRECT IMPACT

“The Fair was fabulous! All your hard work and dedication are what make it possible for those like me to do what we most enjoy. I had a wonderful time.”

– **SILVIA LÓPEZ, MBF25 PRESENTING AUTHOR**



“Miami Book Fair is more than just a field trip for our students — it’s an experience they remember long after they return to school. They’ve met authors like Dav Pilkey, Edel Rodriguez, Cressida Cowell, Maulik Pancholy, Soman Chainani, and many more. Seeing the people behind the books they love makes reading feel real and inspires them to dream big, read more, and challenge themselves academically.”

– **CHRIS ANN PRITCHARD, JOHN G. DUPUIS ELEMENTARY SCHOOL**

“Miami Book Fair is my favorite event of the year. As a children’s musician and entertainer, even before I became a father, I would enjoy visiting Children’s Alley and being inspired by the talented artists and musicians brought in from all over the country. As a parent, I really appreciate the nonstop programming of performers, craft activities, and adventures for my son.”

– **MR. J, PERFORMER & PARENT**



SPONSORS AT MIAMI BOOK FAIR 2025



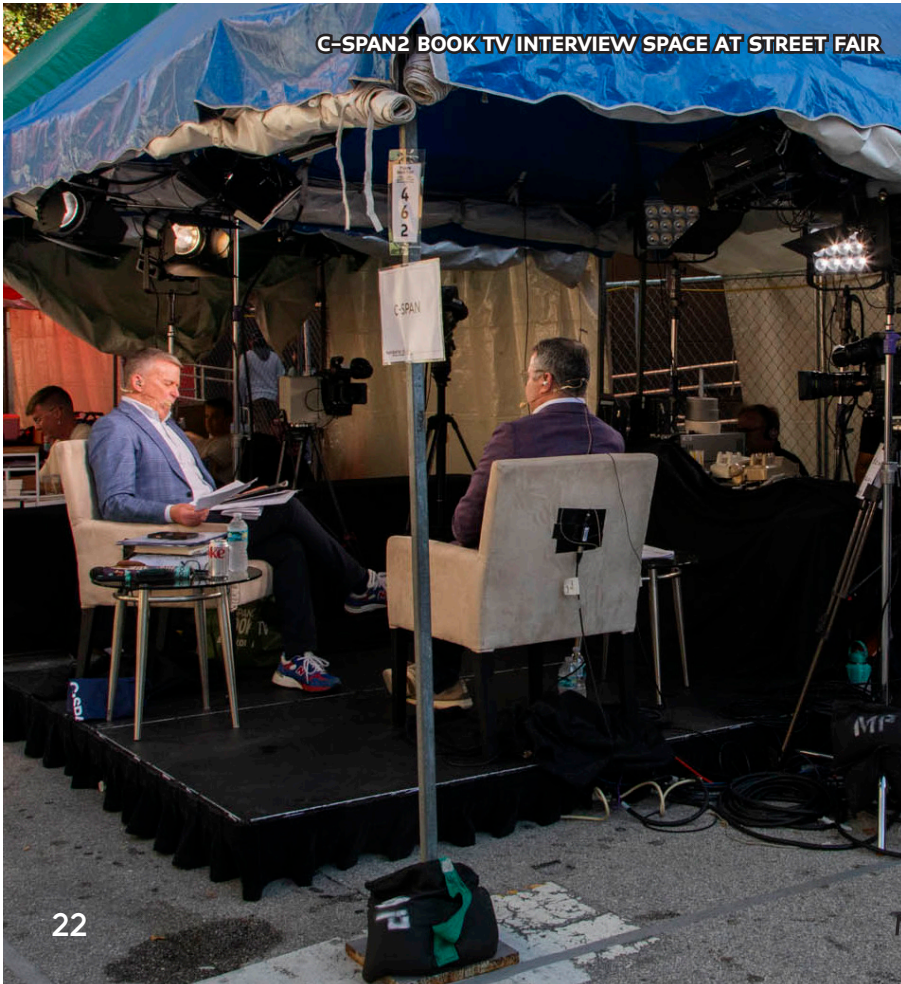
PAUL AND MARTE SINGERMAN WITH PRESENTING AUTHOR RABBI ANGELA BUCHDAHL



NBCS/TELEMUNDO WORLD CUP SPACE



THE CHILDREN'S TRUST AT STREET FAIR



C-SPAN2 BOOK TV INTERVIEW SPACE AT STREET FAIR



UHEALTH JACKSON'S CHILDREN'S CARE AT CHILDREN'S ALLEY



AN AMAZON-SPONSORED AUTHOR SESSION



STEAMY LIT AT STREET FAIR



OUR FUND'S PAUL ABAD WITH PRESENTING AUTHOR JONATHAN CAPEHART



PRIVATE RECEPTION WITH PRESENTING AUTHOR LAYSHA WARD, SPONSORED BY ACHIEVE MIAMI

THANK YOU TO THE 900 VOLUNTEERS WHO LENT A HAND IN 2025 – WE'RE SO GRATEFUL FOR YOUR SUPPORT!

From setup and breakdown to author meet-and-greets and book signings, there's a long list of volunteer options available at the Fair — many of them fantastic opportunities for corporate volunteer outings!



SAVE THE DATE

MIAMI BOOK FAIR: NOVEMBER 15-22, 2026

Your partnership powers the next chapter of literary culture in Miami.

MiamiBookFair.com