

The LOFT

WORD
PLAY

Minnesota's
Largest
Celebration of
Readers, Writers,
& Great Books



May 11-12
2019 | Mpls
Downtown East
loftwordplay.com

WHAT IS WORDPLAY?

- A book festival that connects people through the power of story
- A place for families with activities, events, and authors for kids and teens
- A creative way to engage readers & writers
- A celebration of literacy
- A party for books including food trucks, beer tents, boisterous conversations, quiet reading nooks, and **books, books, books.**

6 Stages
100 Authors
2 Days

WORDPLAY AUTHORS

- 100 authors with recently published books in all genres
- 30% Minnesota writers
- Including cookbooks, fiction, YA, nonfiction, YA, children's, poetry, graphic novels, memoir, genre (sci-fi, romance, mystery etc.), and more
- Household names & emerging writers
- The year in publishing (all authors will have a book out in the past 18 months)
- Full lineup announced in January

WHY WORDPLAY?

- This region is consistently ranked nationally as one of the **most literate**
- There is a **hungry audience** here for literary events, yet we lack a large-scale celebration like other communities in the country.
- It's an **economic driver**: Writers are the third largest creative profession in Minnesota and Minnesota has the highest concentration of publishing professionals in the entire country.

Anticipated Attendance 10,000

READERS ARE EVERYWHERE

73% of US adults have read a book in the past year.

In a divided world, this is a diverse and dedicated audience united by the power of story.



READING UNITES

By age, by race, by gender, by income, by geography, reading is as near a universal act as you can find (PEW Study, 2016).

ADVISORY COUNCIL

Lesley Nneka Arimah	Margo Jefferson
Charles Baxter	Kima Jones
Alexander Chee	Ada Limón
Sarah Park Dahlen	Karan Mahajan
Matt de la Peña	Nina McConigley
Lisa von Drasek	David Mura
Geoff Dyer	Celeste Ng
Louise Erdrich	Téa Obreht
John Freeman	Danez Smith
LeAnne Howe	Jeff VanderMeer
Mira Jacob	

BECOME A SPONSOR!

- Sponsorship opportunities start at \$5,000 and offer meaningful ways to associate your brand with literature of all kinds.
- Contact JRI Marketing at mary@jrimarketing.com for more information.