



Photo Credit: Brittany Nash, Ebon Business Services, 2025

Colorado Book Awards Sponsorship Opportunities 2026

The Colorado Book Awards honors 2025's outstanding books by Colorado authors, editors, illustrators, and photographers. For over 30 years, this cherished event has brought together writers and readers to celebrate the power of storytelling in our state.



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Finalist Celebration and Winners Announcement

Saturday Evening, September 26

Tivoli Student Center

COCKTAIL HOUR

Connect over drinks and food with Colorado Humanities and our state's literary community while perusing books by Colorado Book Award authors, sold by our bookseller partner Second Star to the Right. Get your book signed by the author.

AWARDS CELEBRATION

Join in the excitement as this year's Colorado Book Awards winners are announced. Ryan Warner, host of CPR's *Colorado Matters*, is our keynote speaker. The Colorado Poet Laureate, Crisosto Apache, will also take the stage. Meet the winning authors at the dessert reception following the awards presentation.

ABOUT COLORADO HUMANITIES

Colorado Humanities, a 501(c)(3) nonprofit established in 1974, is the only organization in the state exclusively dedicated to humanities education for all ages. As home to the Colorado Center for the Book, we partner with communities statewide, the National Endowment for the Humanities, the Library of Congress, and the Smithsonian Institution. Learn more at www.coloradohumanities.org.

Benefits of Sponsorship

CHAMPION THE HUMANITIES

At a time when books, learning, and the open exchange of ideas matter more than ever, your support is a powerful statement about the kind of future we want to build. As a Colorado Book Awards sponsor, you celebrate the voices that shape our communities and help preserve a culture where stories, ideas, and creativity can flourish. Together, we can ensure books and the humanities continue to inspire curiosity, understanding, and connection across our state.

PRIME EXPOSURE

Sponsors will enjoy prominent brand recognition before, during, and after the event—reaching an in-person audience of 250 authors, publishers, donors, community leaders, and tens of thousands more through digital media. It is a unique opportunity to align your brand with Colorado's vibrant literary and cultural communities.

BRAND ELEVATION

When you demonstrate your commitment to the literary arts, literacy, and civic engagement as a Colorado Book Awards sponsor, you gain meaningful visibility among culturally minded audiences spanning many industries and sectors. Now is the time to stand with Colorado's storytellers, writers, educators, and communities.

CBA SPONSORSHIPS

PRINCIPAL SPONSOR | \$10,000

1 available

- Logo at the entry
- Opportunity for opening remarks at the ceremony
- Official sponsor of livestream
- Booth to display/distribute promo materials at the event
- Logo on centerpieces for all 25 tables
- Logo placement: website (home page/event page), promotional materials, digital bookmarks distributed statewide, event slideshow
- Full-page ad in event program
- Dedicated e-blast
- Premier seating near center stage, table for 10 with signage
- Photo opportunity with finalists and winners
- 2025 winners set of books

PHOTOBOOTH SPONSOR | \$8,000

1 available

- Logo on all photobooth photos; last year 86% of guests used the photobooth, with many sharing on their socials
- Table for 10 with signage
- Dedicated e-blast
- Full-page ad in event program
- Photo opportunity with finalists and winners
- Logo placement: event webpage, promotional materials, digital bookmarks distributed statewide, event slideshow



PIVOTAL SPONSOR | \$4,000

1 available

- Official Sponsor of the Cocktail Hour and opportunity to welcome early arrivals
- Four event tickets with seating near center stage
- Half-page ad in event program
- Dedicated e-blast
- Photo opportunity with finalists and winners
- Logo placement: event webpage, promotional materials, digital bookmarks distributed statewide, event slideshow

NATIONAL BOOK FESTIVAL SPONSOR | \$2,500

1 available

- Official sponsor of the “Great Reads from Great Places” book selections chosen by the Center for the Book at Colorado Humanities
- Special recognition in all “Great Reads” digital marketing
- Special recognition in the event program plus half-page ad
- Logo and promo material displayed to an audience of 30,000 at this year’s festival in Washington, D.C.
- Two Book Award tickets

FRIENDS & FAMILY PACKAGE | \$1,000

2 available

- Special recognition in the event program and event webpage
- Table for 10 with an additional drink ticket and optional signage
- Colorado Humanities Newsletter recognition and social media post

CBA SPONSORSHIPS

PROGRAM ADS

15 available

- Full page: \$500
- Half page: \$250
- Quarter page: \$125
- Includes logo placement on event webpage, event slideshow and a social media thank you post

With your sponsorship of the Colorado Book Awards, you will reach a powerful audience with spending power. Based on available data, the demographics of people who make charitable contributions to arts and humanities in the United States have higher income and greater wealth than the average person, with substantial gifts often coming from households earning over \$200,000 annually.

IN KIND SPONSOR BENEFITS

unlimited

Vendors providing in-kind support valued at \$1,000 or more will receive:

- Logo placement: event webpage, promotional materials, digital bookmarks, event program, e-newsletter, event slideshow
- Social media recognition in a dedicated thank-you post
- Watermark or credit on event materials



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**FOR MORE INFORMATION, CONTACT COLORADO HUMANITIES AT
720.254.3861 OR CBA@COLORADOHUMANITIES.ORG**