



THE  
**IMAGINARIUM**  
BOOK FESTIVAL

2026-2027 SPONSORSHIPS



# WHO WE ARE

Imaginarium Book Festival was founded in 2018 by two authors who have been a part of the book community for over a decade, who seek to spotlight books and writers in the SFF, speculative fiction, and paranormal genres — realms of escapism. The festival is hosted annually in Washington, DC, welcoming 100+ authors/vendors and 700+ attendees.

We currently offer four tiers of sponsorship for authors and businesses that would like to be showcased at IBF events. This is a great opportunity to generate interest in your product(s) from readers and authors alike, and to support our growing festival. We are happy to welcome a diverse array of sponsors at Imaginarium.



## BENEFITS

One of the many advantages of sponsoring a medium-size event like IBF is the intimate access to attendees, allowing for meaningful conversations, stronger brand impressions, and lasting connections that are often lost in the noise of larger conventions. Fantasy fans are loyal fans, so cultivating positive experiences in close-knit communities often lead to lifelong supporters.

## UNIQUE BENEFITS

Imaginarium Book Festival is one of the few Black-owned and women-led fantasy book festivals in America, if not the only. Tickets sell out every year within *minutes*. From author lit feud tournaments, food truck alleys, and mixers—the experience is elevated beyond just a book signing. We've had the joy of welcoming award-winning and NYT bestselling authors, such as: Tomi Adeyemi, Rebecca Yarros, Thea Gvanzon, Holly Black, Scarlett St. Clair, Chloe Gong, and more.



# AS SEEN ON WUSA9

## Everything you need to know ahead of the Imaginarium Book Festival



Nadège Richards & Diantha Jones discuss the Imaginarium Book Festival's rapid growth and the vision behind bringing authors and fans together.

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Imaginarium Book  
Festival is sold out fo...

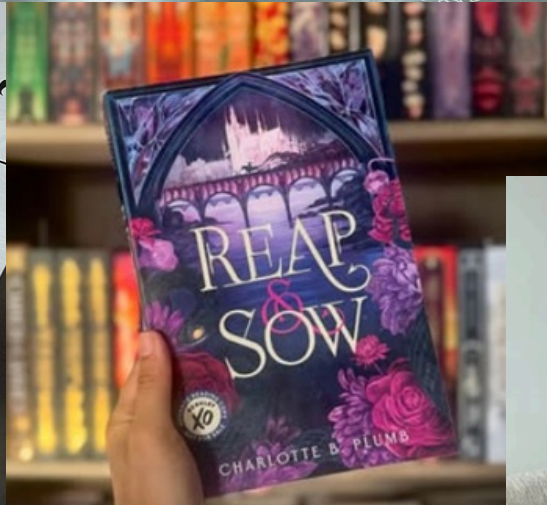
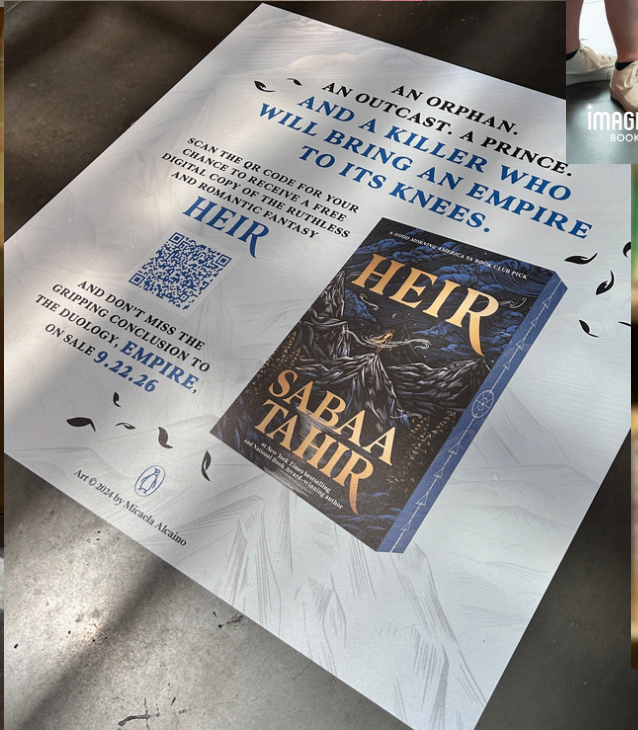
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"...one of the most immersive  
and fantasy-focused literary  
festivals in the country."

[WATCH WUSA9 SEGMENT](#)



# PAST SPONSORS





# PHANTOM —\$5,000

- Large logo placement on our website, and on the *front* of all event badges
- Large logo placement on venue digital displays
- Logo placement on all event lanyards
- Logo placement on all hotel room card sleeves
- Logo placement on virtual event map
- 4 Celestial VIP tickets
- Jumbo 3D branded cube stack display (x6)
- **OPTIONAL:** Complimentary shipments to IBF warehouse
- **OPTIONAL:** Event booth space w/ designated VIP hour
- 2 large book cover photo props
- 2 highlighted Instagram reels w/ professional video team
- Branded item included in Celestial VIP tote bags (qty: 750)





# SORCERER —\$2,000

- Large logo placement on our website, and on the back of all event badges
- Large logo placement on venue digital displays
- Logo placement on virtual event map
- 2 Celestial VIP tickets
- 1 large book cover photo prop
- **OPTIONAL:** Complimentary shipments to IBF warehouse
- Jumbo 3D branded cube stack display (x3)
- 1 highlighted Instagram reel w/ professional video team
- Branded item included in Celestial VIP tote bags (qty: 750)





# APPRENTICE —\$1,000

- Logo placement on our website, and on the back of all event badges
- 2 Celestial VIP tickets
- 1 large book cover photo prop
- Placement on venue digital displays
- **OPTIONAL:** Complimentary shipments to IBF warehouse
- 1 highlighted Instagram reel w/ professional video team
- Branded item included in Celestial VIP tote bags (qty: 750)





# CELESTIAL

- Logo placement on our website
- Logo placement on venue digital displays
- Branded item included in Celestial VIP tote bags

The Celestial Sponsorship is designed for publishers, bookstores, literary organizations, and businesses looking to establish a meaningful presence at Imaginarium Book Festival without a large activation. Your brand will receive visibility before and throughout the festival, while also making a direct impression by including a branded promotional item in every Celestial VIP tote bag (qty: 750).





# HIGHLIGHTED IG REEL —EXAMPLE



[VIEW ON INSTAGRAM](#)



# JUMBO 3D CUBE STACK —EXAMPLE



Doubles as a standing photo op and designs may include QR codes.



# 2025 RECAP VIDEO



[WATCH](#)



# 2026 PHOTOS

