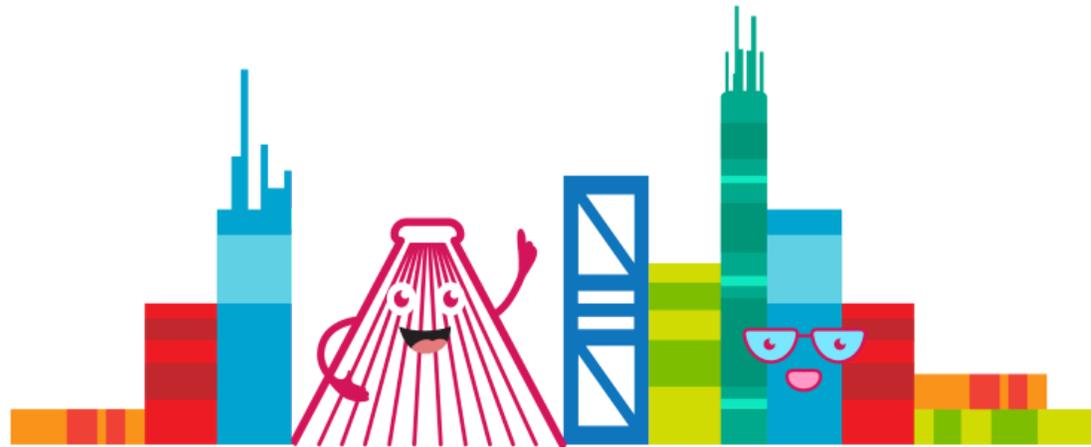
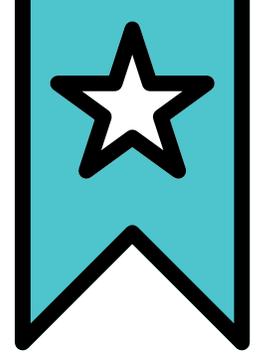


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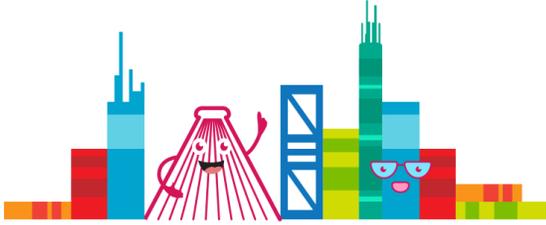


# JustKids Book Festival

Uniting our multicultural city through a love of  
books and reading

**June 18, 2022**  
**10am-6pm**

Chicago Teacher's Union Center  
1901 W Carroll Ave, Chicago, IL



# JustKids Book Festival

## About the festival

Chicago is a People of Color city with a multicultural future. 51st Ward Books and our partners are committed to expanding access to culturally responsive and culturally affirming literature for children. This is more than just business—it is a mission to ensure that Black, Latinx, American Indian, Asian/Pacific American, LGBTQIA+, and disabled children see their identities; their language, skin, and culture reflected back to them from the bookshelf.

The 2020 United States Census revealed that in Chicago, Latine-identified people comprise the largest ethnic group, surpassing White and Black residents for the first time in history. Chicago is home to the third largest American Indian population and a rapidly-growing Asian/Pacific American community. According to the census results, the children of Chicago are largely BIPOC, comprising nearly 81% of the city total. Despite this reality, there is no singular literary event that focuses on BIPOC and historically-excluded readers, authors, and illustrators in children's and young adult literature.

Through the JustKids Book Festival we aim to:

- Partner with and feature local authors and illustrators to offer storytimes, art-making, workshops for parents and educators, and FUN!
- Offer families and community members access to carefully curated experience featuring authors, illustrators, and books for children and youth that prioritize storytelling by and for People of Color, LGBTQIA+, and disabled communities.
- Host a book expo and marketplace featuring local, independent authors, and a range of culturally-relevant, anti-bias, and anti-bias children's texts. Many of these books will be available in Bilingual or Spanish formats.
- Unite our diverse city through a shared love of books and reading.

Thus far we have confirmed the participation of:

- Pascuala Herrera, a Latinx immigrant, disabled mother, and author of the bilingual book, *My Mom Rocks; Her Chair Rolls*;
- Rukia K., Afro-Latinx author of *Latina Looks Like Me*;
- Michael Brown, author of the award-winning series, *What I Tell Myself First*, and *My Black Life Matters*;
- Ajanta Chakraborty, CEO/Co-Founder of Bollywood Groove and Culture Groove and author of the bestselling series, *Maya & Neel's India Adventures*, and;
- *Allalandia*, an acclaimed Latinx indie-fusion band that has made a foray into kids music.



## JustKids Book Festival Sponsorship Opportunities

*Sponsorships are a meaningful and visible way to support BIPOC arts and artists in Chicago. In addition, sponsorships support community literacy through the underwriting of workshops and activities for parents, kids, and teachers. Finally, our aim is to provide children and young people who attend at least one free book for their home libraries.*

### **PRESENTING SPONSOR**

**\$500**

- Company logo on all marketing materials
- Reserved seating for four (4) mainstage programs (reserved for for monetary sponsorships only)
- Company logo in Festival program and on website with click-through to sponsor web page
- Complimentary booth space with table and 2 chairs
- Marketing collateral included in 200 goody bags

### **LITERARY SPONSOR**

**\$250**

- Company logo in Festival program and on website with click-through to sponsor web page
- Complimentary 10' x 10' booth space with a table and 2 chairs
- Marketing collateral included in 200 goody bags

### **BOOK LOVER**

**\$100**

- Company name listed on website
- Complimentary 10' x 10' booth space with a table and 2 chairs

### **BOOKWORM**

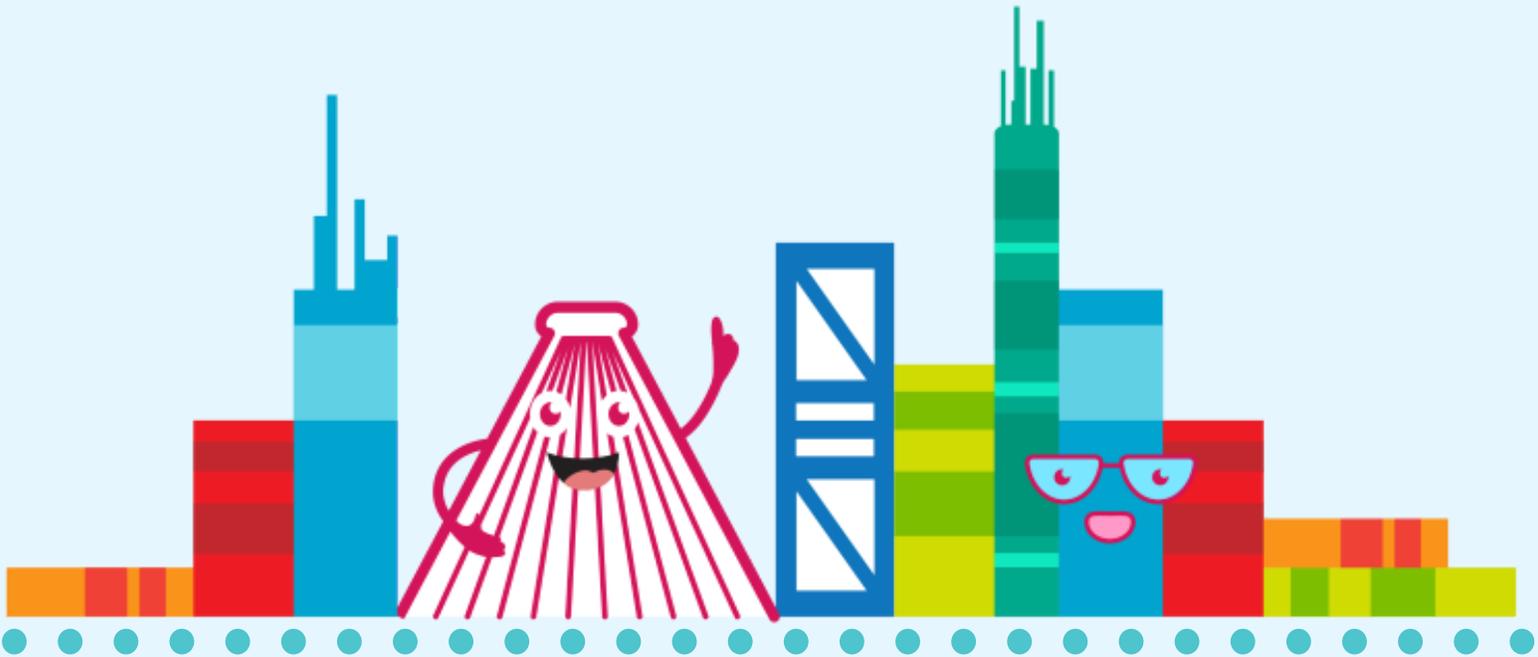
**\$50**

- Name listed on website
- One (1) reserved goody bag

**MEDIA TRADE SPONSORSHIPS** are available

Please email [nina@51stwardbooks.com](mailto:nina@51stwardbooks.com) to discuss these opportunities.

**Save the Date**



# **JustKids Book Festival**

## **June 18, 2022**

Chicago Teacher's Union Center  
1901 W Carroll Ave, Chicago, IL

**Local BIPOC Author Expo \* Workshops \* Storytime \* Fun!**  
**Autores de Color \* Talleres \* Hora de Cuento \* ¡Diversión!**

**Free \* Gratis**



**CHICAGO  
TEACHERS  
UNION**



*For more information visit [51stwardbooks.com/justkidsfestival](https://51stwardbooks.com/justkidsfestival)*