APPALACHIAN



LITERARY ARTS FESTIVAL

MEDIA KIT

Morehead, Ky

About the Appalachian Literary Arts Festival



Created by indie bookstore, CoffeeTree Books, the Appalachian Literary Arts Festival brings together Appalachian authors and their readers for one big, multi-day event in downtown Morehead, Kentucky.

CoffeeTree Books, Rowan County Arts Center and the Bloodroot Writers Collective partner with downtown businesses to maximize the marketing reach and efforts for the Appalachian Literary Arts Festival.

About CoffeeTree Books

159 E. Main Street

Morehead, KY 40351

www.coffeetreebooks.com

(606) 784-8364

Owner: Susan Thomas

4,200 email subscribers

8,616 followers

28% average open rate

3,122 followers



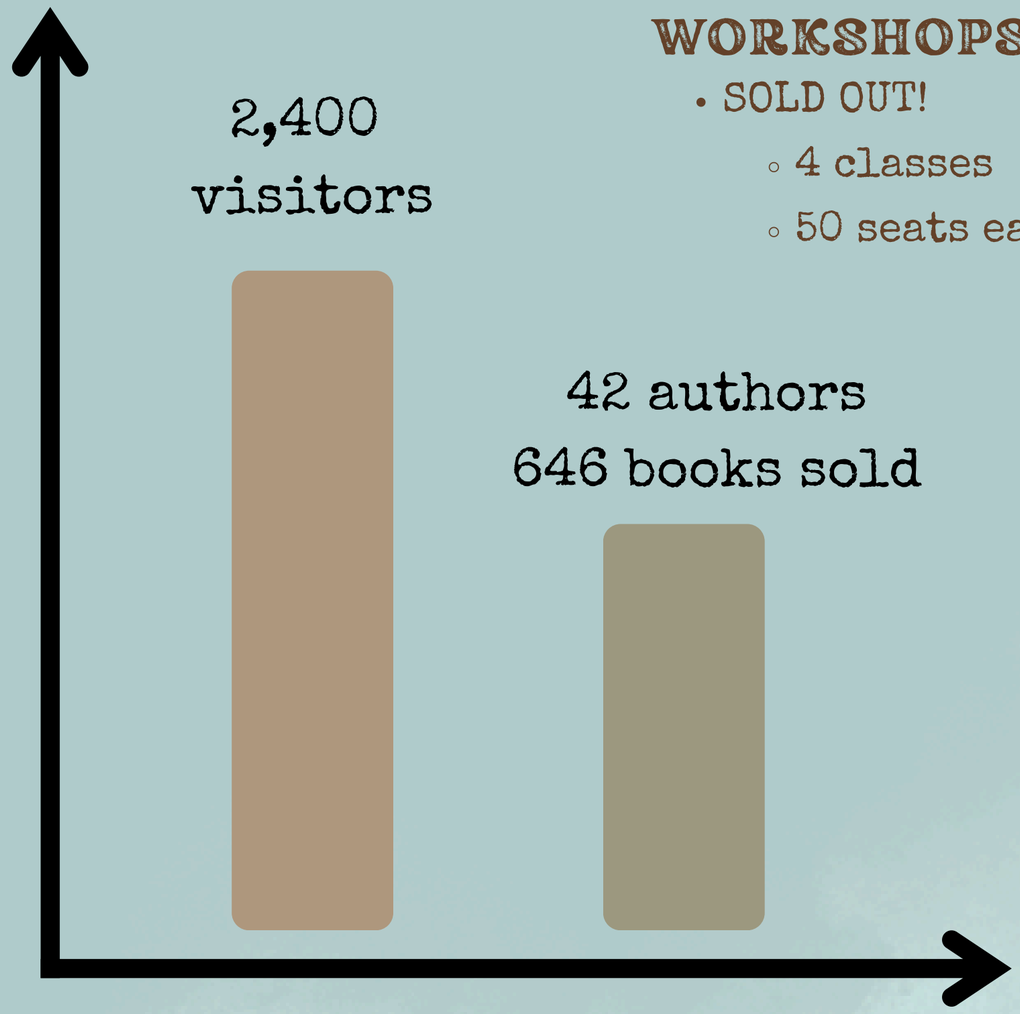






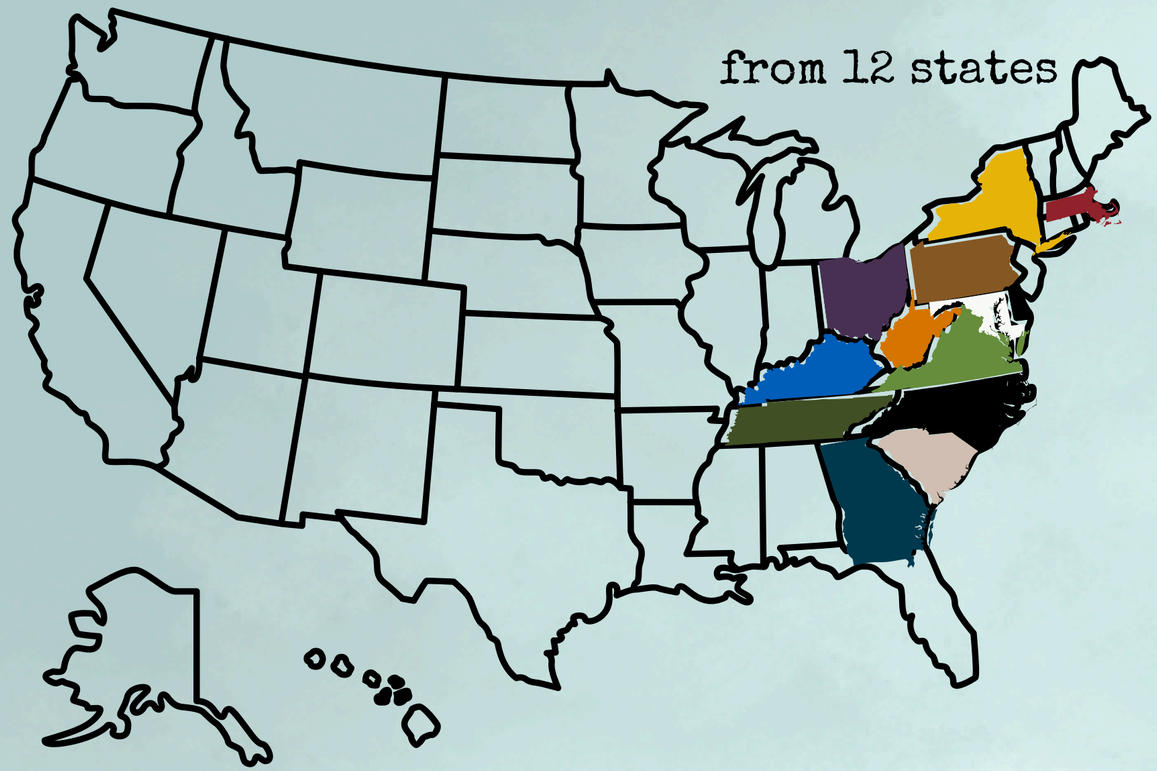
Appalachian Literary Arts Festival by the Numbers

Attendees & Books Sold



WORKSHOPS:

- SOLD OUT!
  - 4 classes
  - 50 seats each

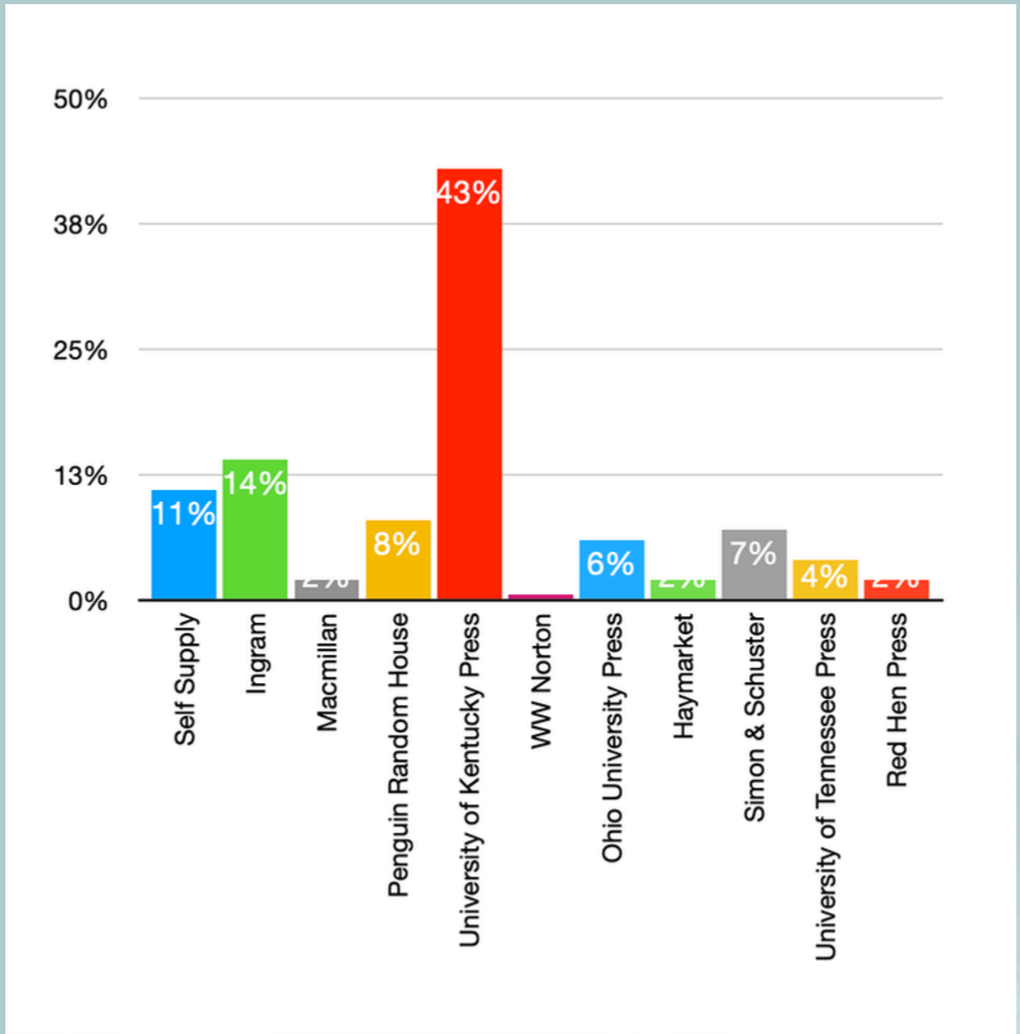


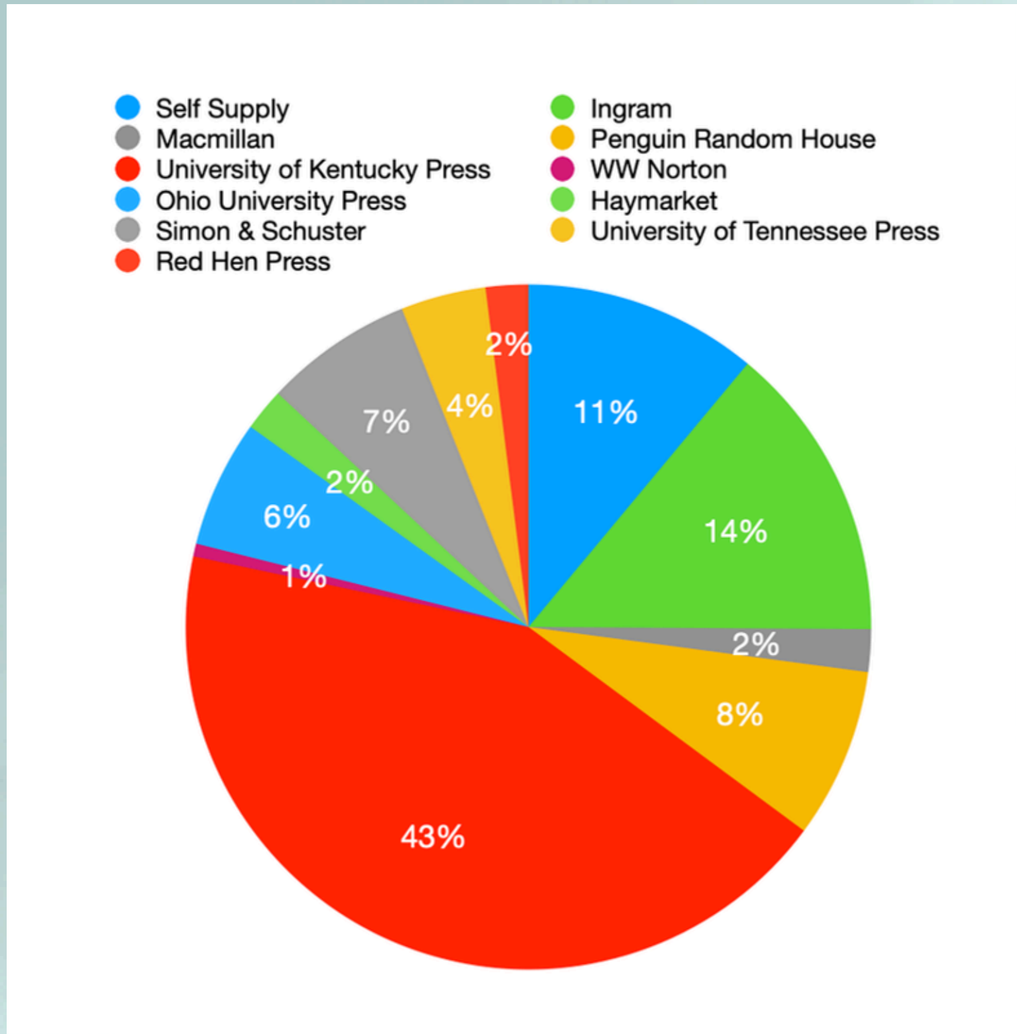
All book sales for keynotes, headliners & featured authors are sold through CoffeeTree Books, meaning all data is in one central place and easily shared.

CoffeeTree is a NYT reporting indie bookstore.

ALAF by the Numbers: Publisher Breakdown

Percentage of Books Sold by Publisher





KEYNOTES



Crystal Wilkinson



George Ella Lyon

HEADLINER



Will Oldham

WORKSHOP LEADERS



Willie Carver



Mandi Sheffel



Gwenda Bond



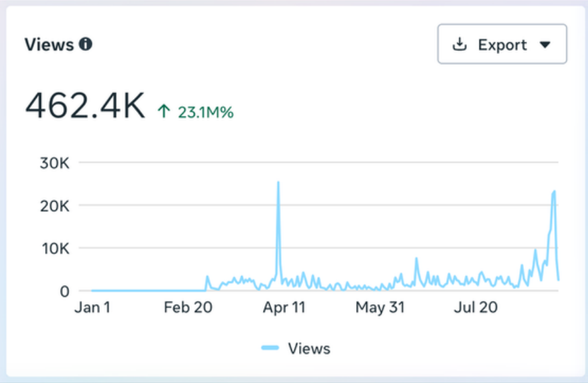
Bernard Clay

Author Fair 2026

- Crystal Wilkinson
- George Ella Lyon
- Laura Treacy Bentley
- Wes Blake
- Gwenda Bond
- Willie Carver
- Bernard Clay
- Ann Colbert
- Michael Amos Cody
- Rayelle Davis
- Willie Davis
- Christina Dotson
- Ann Gabhart
- Robert Gipe
- Carla Gover
- A.p. Harbor
- Julie Hensley
- Beth Howard
- Karen Salyer McElmurray
- Mindy Merrell & R.B. Quinn
- Joshua Moore
- Laura Leigh Morris
- Mike Norris
- Linda Pack & Pat Banks
- John Palisano
- Matthew S. Parsons
- Erin Miller Reid
- Amy Le Ann Richardson
- Mandi Fugate Sheffel
- Megan Smedley
- Logan Spurgeon
- Natalie Sypolt
- Jacinda Townsend
- Doug Van Gundy
- Clinton W. Waters
- T.J. West
- Jessica Whitehead
- Annie Woodford
- Marianne Worthington
- Justin Wymer
- Robin Yocum

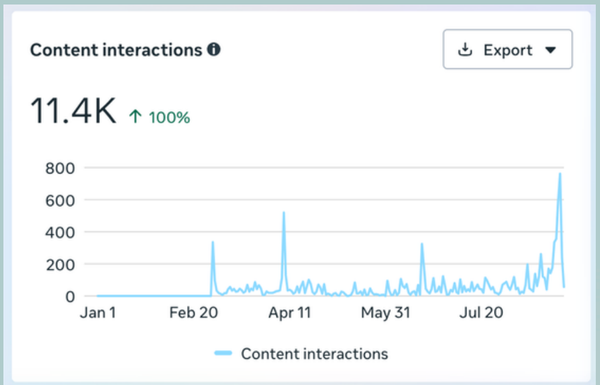
Facebook (Jan. 1-Sept. 1, 2026)

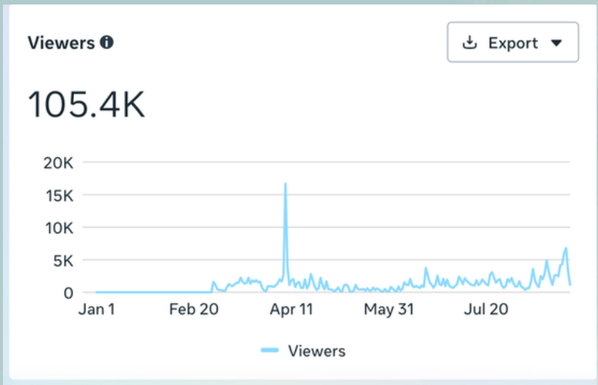
- 1.9k follows
- 2k link clicks
- 16.8k visits
- 105.4k reach
- 462.4k views







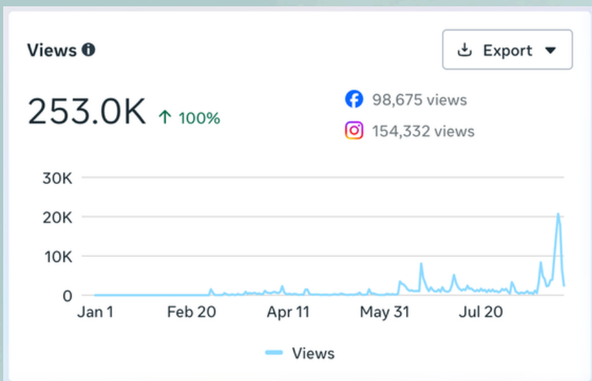


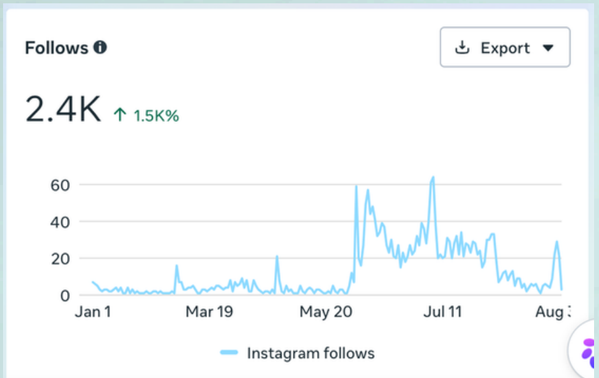


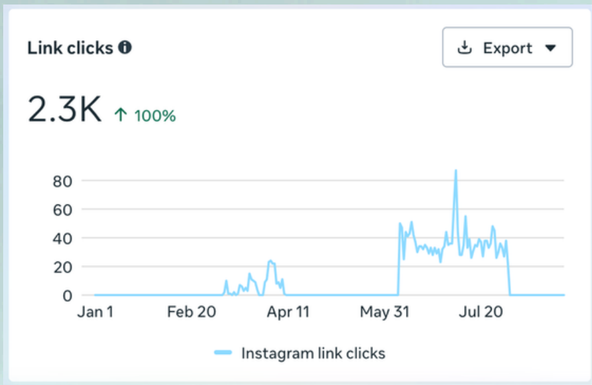
Instagram (Jan. 1-Sept. 1, 2026)

- 2.4k follows
- 2.3k link clicks
- 7.2k interactions
- 34.8k reach
- 253k views













Misty Skaggs · Follow
Fuzzy Duck Coffee Shop &...

I didn't take nearly enough pictures today but hugged so many necks and lusted after so many beautiful books at the **Appalachian Literary Arts Festival**. Morehead was packed plumb full of readers and writers and creators of all kinds and it was a lovely thing to behold. Congrats to all the hardworking organizers and planners who brought it all together so seemingly seamlessly! Hell yeah y'all. Folks are already buzzing for next year.

August 30

55 · 3



Ann H Gabhart · Follow

Great sharing a table with fellow author Megan Smedley. It's been great talking with readers and writers at the Appalachian Literary Arts Festival. **#bookfestival #books**

August 30

33

Chrissy Perkins
Aug 30 ·

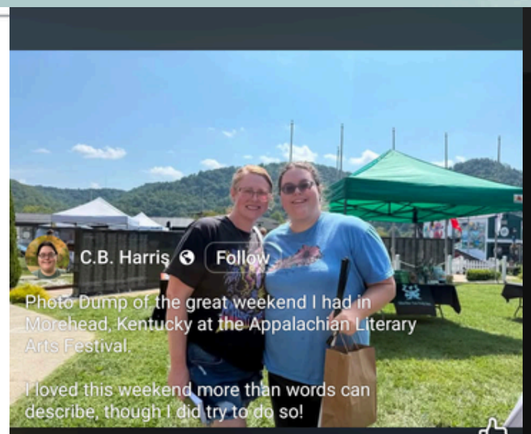
Fuzzy Duck Coffee Shop & CoffeeTree Books & **Rowan County Arts Center** deserve a rowdy standing ovation for pulling off the best Morehead festival I've ever attended: **Appalachian Literary Arts Festival.** 🌟

I met people from 9 states, cried happy tears 4 times, photographed 45 authors, witnessed Will Oldham magic (lyrics), Appalachian art/music/writing, attended writing workshops, enjoyed author panels and walked away with a full heart.

The 3 day event was flawless. The participation from the downtown businesses was beautiful, such a community effort!

Everyone was happy, smiling and commenting on the "feel good" experience. The best vibes. ✨

Special nod to **Andrew Preston**, Stephanie Staton, & **Amy Le Ann Richardson** for your incredible efforts. I loved every second!



C.B. Harris · Follow

Photo Dump of the great weekend I had in Morehead, Kentucky at the Appalachian Literary Arts Festival.

I loved this weekend more than words can describe, though I did try to do so!

(Article about it is on my Substack).

Amazing food, a large iced chai from The Fuzzy Duck (which really deserves its own post. I miss it every day), wonderful new friends, many many new books, and even some writing time squeezed inbetween everything going on.

So looking forward to next year.

(Btw, if you like cheesecake + pancakes, try the

August 31

21 · 4 · 1

Appalachian Literary Arts Festival, and I just wanted to express my gratitude for all of your hard work during the festival/workshops. I thought you looked familiar during the workshop, and once I got home I realized that I took one of your classes at Morehead State back in 2016! I am currently a registered nurse and soon to be occupational therapist, and wanted to thank you for contributing to my confidence in writing research papers and with clinical documentation. Writing creatively is just something I do privately for self expression at this point, but I truly loved the workshop and festival and just wanted to reach out.



Sawstone Brewing Co · Following

Appalachian Literary Arts Festival has been a hit! We have loved seeing everyone on Battson-Oates, and getting to meet so many Appalachian authors and people who share our love for literature. We're so lucky that we got to be apart of this wonderful festival thrown by some of our favorite people. Already marking our calendars for the next one ✍️💚🍺

August 30

114 · 2



Clint Waters · Following

The last day of the Appalachian Literary Arts Festival and back home again. What a truly unforgettable weekend. The author fair was so full of love and life, Zach watched my table for me while I shot promo footage for next years festival and we were showered in more congratulations. I now have a companion leavinghomesickness to the Hindman Hangover. We've gotta think of the term. I am grateful beyond words ❤️❤️❤️

August 30

38 · 1

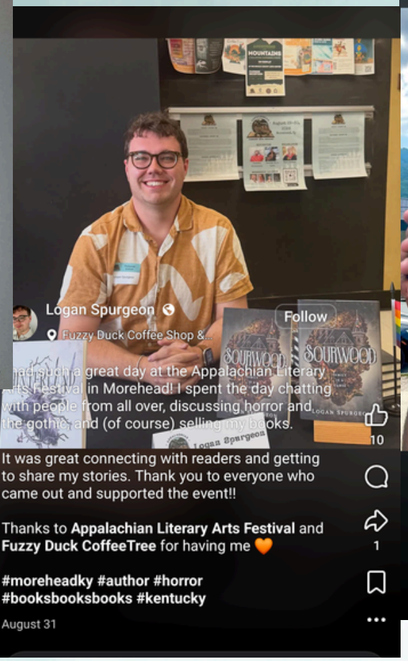
New this Year: Appalachian Literary Arts Festival

Appalachian Literary Arts Festival
Last weekend in August

Congratulations to the Appalachian Literary Arts Festival on your inaugural year! KNLT was honored to be a sponsor. We recognize and celebrate the rich connections between conservation and Kentucky's authors and artists.

The weekend included readings by regional authors, literary workshops, musical performances and keynotes. The festival was hosted by CoffeeTree Books in collaboration with Rowan County Arts Center. **If you missed this year's event, follow them on Facebook and Instagram.**

- The Porch Light
- The Rest is Just Exposition
- The Trail Blazer — Tarren Hunley
- The Trail Blazer — Heather Parks
- Ky News Group
- The Daily Independent



Logan Spurgeon · Follow
Fuzzy Duck Coffee Shop &...

It was a great day at the Appalachian Literary Festival in Morehead! I spent the day chatting with people from all over, discussing horror and the gothic, and (of course) selling my books.

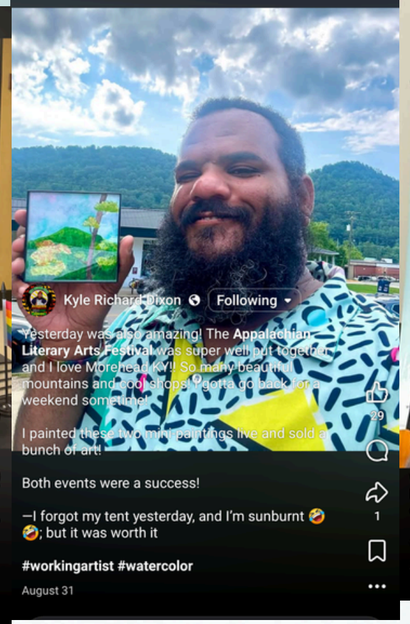
It was great connecting with readers and getting to share my stories. Thank you to everyone who came out and supported the event!!

Thanks to **Appalachian Literary Arts Festival** and **Fuzzy Duck CoffeeTree** for having me 🧡

#moreheadky #author #horror #booksbooksbooks #kentucky

August 31

10 · 1



Kyle Richard Dixon · Following

Yesterday was SO amazing! The Appalachian Literary Arts Festival was super well put together and I love Morehead, KY!! So many beautiful mountains and cool shops! Gotta go back for a weekend sometime!

I painted these two mini paintings live and sold a bunch of art!

Both events were a success!

—I forgot my tent yesterday, and I'm sunburnt 🤣🤣 but it was worth it

#workingartist #watercolor

August 31

29 · 1



Rowan County Schools... · Follow

Celebrating Appalachian Stories & Culture

Our very own RCMS Principal Todd Watts served as emcee for the Appalachian Literary Arts Festival today at CoffeeTree Books!

What a great way to celebrate Appalachian culture, literature, local voices, and the stories that connect our region. ❤️🏔️

#RowanRising #CommunityConnections

August 30

37 · 3

Greetings from ...

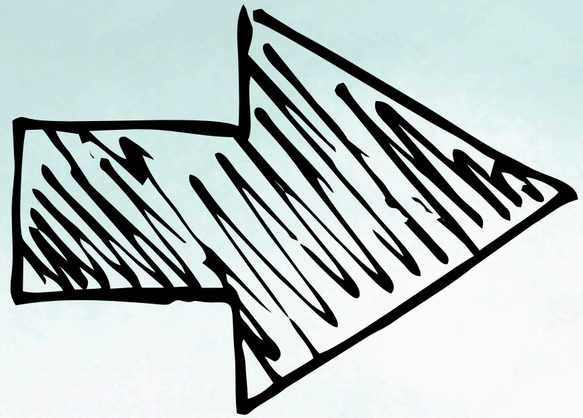
APPALACHIAN



LITERARY ARTS FESTIVAL

2027 • Morehead, Ky

On to even bigger and better things with the 2027 Appalachian Literary Arts Festival!



2027 Programming Forecast

FRIDAY

Artists' Day

Rowan Co. Arts Center
- Appalachian art reception and awards show (seats 250 people plus standing room)
- Community open mic
- Bloodroot Writers Collective showcase

Rowan Co. Public Library
- Storytime and More

ART FORM

SATURDAY

Writers' Day

Rowan Co. Arts Center & The Vine on Main
- Writing and publishing workshops
- Publisher expo

Rodburn Hollow Park
- Walk with an Author

Battson Oates Entertainment
- Songwriters evening concert

PUBLISHER EXPO FORM

SUNDAY

Readers' Day

CoffeeTree Books
- Author Fair
- Keynote Speakers
- Panelists

Rowan Co. Arts Center
- Vendor Market

Sawstone Brewing Co.
- Author luncheon

AUTHOR FORM

VENDOR FORM

Publishers Expo

We invite publishers to table free of charge at the Appalachian Literary Arts Festival 2027. This is a good way to promote upcoming and debut authors.

There is NO FEE for publishers to have space at this event. The only requirement is that we ask the publisher give away physical ARCs or other merch to attendees to build reader buzz.

PUBLISHER INTEREST FORM



Festival Sponsorships











PLATINUM SPONSOR $5000

EXCLUSIVE

- Premier table at Festival (RCAC lawn)
- Full page ad in printed program and logo placement and website
- Five-minute speaking opportunity on the main stage (CoffeeTree Books)
- Featured video on social media (up to 2 minutes, provided by sponsor)
- Social media recognition and appreciation with logo
- Recognition during welcome reception, writing workshop, and outdoor stage
- Sponsored swag for all authors with logo or marketing and sponsor author luncheon
- Branded notepads for workshops

GOLD SPONSOR $2500

LIMITED (4)

- Information table at Festival (RCAC lawn)
- Logo listed on festival website and ¼ page ad in printed program
- Social media recognition and appreciation with logo
- Recognition during writing workshop and on outdoor stage
- Featured ad on festival social media (under 200 words)
- Sponsored swag for workshop authors with logo or marketing

SILVER SPONSOR $1000

LIMITED (4)

- Information table at Festival (RCAC lawn)
- Logo listed on festival website and featured on printed program
- Social media recognition and appreciation with logo
- Recognition at the writing workshop

BRONZE SPONSOR $500

LIMITED (4)

- Information table at Festival (RCAC lawn)
- Logo listed on festival website and featured on printed program
- Social media recognition and appreciation with logo

COMMUNITY SPONSOR $250

- Name and logo listed on festival website and featured on printed program
- Social media shoutout thanking your business or organization

FRIEND OF THE FESTIVAL $100

- Name listed on festival website and printed program

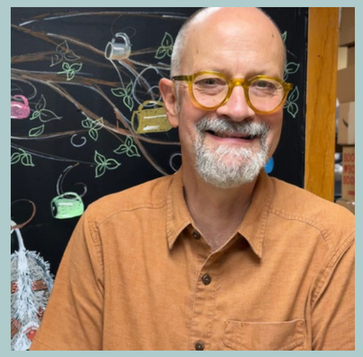
CUSTOM SPONSORSHIP

- available upon request

ALAF Events Team



Susan Thomas
CoffeeTree Books



Grant Alden
CoffeeTree Books



Andrew Preston
Operations



Stephanie Staton
Marketing



Amy Le Ann Richardson
Education & Outreach



Emma Marriner
Finance



Waylan Coffey
Rowan Co Arts Center



Michael Hutchinson
Rowan Co Arts Center

Contact us!

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