An annual book festival in west Los Angeles is "sold out" year after year. People wait half an hour for a parking space to become available. This outdoor festival, sponsored by a newspaper, occurs every April for one weekend. This year's attendance was estimated at 70,000 on Saturday and 75,000 on Sunday. The festival featured 280 exhibitors. There were about 90 talks given by authors, with an audience question-and-answer period following each talk. Autograph seekers sought out more than 150 authors. The idea for the festival occurred years ago, but nobody knew if it would succeed. Although book festivals were already popular in other US cities, would Los Angeles residents embrace one? "Angelenos are very unpredictable," said one of the festival founders. And Other Stories seeks long-term sponsorships and partnerships for the Northern Book Prize in order to grow the prize money, the profile of the prize and its impact across the region and beyond it. There are opportunities for partnerships of various sizes and also for in-kind support. Please contact And Other Stories’ publisher Stefan Tobler for a sponsorship pack: stefantobler@andotherstories.org. Partners. Terms and Conditions. Extraordinary books straight to your door. Two, four and six book subscriptions available. Spoil yourself or send them as a gift. Tell me more. And Other Emails. Tha