

Watermark Books & Cafe Event Hosting Information

Thank you for your interest in hosting an event at Watermark Books & Cafe. We host hundreds of events each year, and we understand the challenges of hosting successful book launches, readings, and signings. We consider every proposal submitted, and should we come to an agreement, we will do all we can to assure you have a good experience.

Watermark Books has been in business for 40 years, and our events adhere to a high standard. In order to promote your event effectively, we need for you to submit the following information:

- For a reading, please provide a one-page summary (or 200 words) about your book.
- Please include any information regarding past publicity and events.
- Provide any social media assets you have developed (social media handles, hashtags, etc.).
- Provide us with a short bio or resume as it relates to your book.
- Provide any endorsements you have received from reputable sources about the book.
- Provide us with any information on who you have targeted as the market for this book.
- Consider your own spheres of influence who may be interested in reading and purchasing your book.

If we agree to host your event, we require a fee for cooperative advertising--a standard practice in the book business. *Books will be sold through Watermark on consignment. The following prices do not include the \$50 consignment and stocking fee.* We offer three tiers of events as stated below:

Individual Author Reading and Signing – Tier 1 -- \$500.00

- Includes a reading and book signing, scheduled for one-hour any day of the week, based on calendar availability.
- Watermark will mail up to 100 postcards to your mailing list at least two weeks prior to the scheduled event. Your list of names and addresses must be emailed to us at events@watermarkbooks.com four weeks prior to the scheduled event.
- Watermark will create an order document (in .pdf format) for you to send to your email contacts with a link to order online copies of the book. The books can be signed or unsigned, and the form will include the option for mail out. The fee for shipping is \$2.99.
- Watermark will list your event in our weekly e-newsletter, News & Notes, on three Mondays prior to the scheduled event. We currently have 10,000 subscribers.
- Your book will receive front-of-store placement on our event display three weeks prior to the event with an event “save the date” bookmark placed in the book.
- Within seven days of the event scheduling, we will post your event on our website at www.watermarkbooks.com/event, in the Wichita Eagle calendar, and on community calendars such as KMUW.org, and visit wichita.com.
- We will design and print a full-color poster to be placed at the front of our store two weeks prior to your event. We will give you four copies of the poster to post in the community.
- We will list your event on our upcoming events flyer, which is distributed in the store and at other events.
- We will write a press release to be distributed to over 50 media contacts.

Individual Author Table and Signing – Tier 2 -- \$125.00

- Includes a table and book signing space, scheduled for two-hours any day of the week, based on calendar availability.
- Watermark will provide up to 50 postcards for you to send to your mailing list at least two weeks prior to the scheduled event.
- Watermark will create an order document (in .pdf format) for you to send to your email contacts with a link to order online copies of the book. The books can be signed or unsigned, and the form will include the option for mail out. The fee for shipping is \$2.99.
- Watermark will list your event in our weekly e-newsletter, News & Notes, on three Mondays prior to the scheduled event. We currently have 10,000 subscribers.
- Your book will receive front-of-store placement on our event display two weeks prior to the event with and event “save the date” bookmark placed in the book.
- We will list your event on our upcoming events poster, which is displayed prominently in the store.
- Watermark will promote your event through our webpage and through our social media assets.
- Your event will be included in our monthly press release sent to over 50 media contacts.

Local Literary Festival – Tier 3 -- \$50.00 per author

Each year, we conduct a Local Literary Festival featuring local authors. This event takes place from 2:00-4:00 p.m. on the first Sunday of December. **It is advised that you attend an educational session two months ahead of the scheduled festival.**

At the education session you will:

- Consign five copies of your books and pay the non-refundable \$50.00 stocking fee.
- Be instructed on deadlines, shelf talkers, formats to use when providing Watermark with pictures, cover art, and other marketing materials.
- View past event posters, webpage banners, and press releases so you can determine the best way for you to think about marketing your own book.
- View www.watermarkbooks.com webpage and set up an account so you can purchase books from Watermark Books on the web; you'll also learn to instruct your friends to do the same.
- Learn how to link to Watermark Books & Café's website from your own site (if you have one) so we can sell signed editions of your books.
- Become familiar with how we set up for the Festival so you can be prepared with any “extras” you'd like to include (i.e., handouts, bookmarks, postcards, table tents).
- Learn how to tag Watermark Books and use hashtags on Twitter and Instagram for promotion.
- Learn how to share Watermark Books' emails, webpage banners, Facebook posts, and retweet our Twitter and Instagram feeds.

If you have paid the \$50 fee for participation in the Local Literary Festival, you will receive the following marketing materials:

- Watermark will design and provide you with 50 postcards for you to mail to your mailing list at least four weeks prior to the event. You may buy additional postcards: 50 cards for \$10.00
- Watermark will design and print a poster featuring the Local Literary Festival featuring the six participating authors. We will also give you an extra five posters for you to promote the event. You may purchase additional posters for \$5.00 each.
- Watermark will promote the Local Literary Festival in our weekly e-newsletter, News & Notes, in the three issues prior to the event. We have over 10,000 subscribers.
- Watermark will promote the Festival through our webpage and through our social media assets.
- Watermark Books & Cafe will display your book prominently in our events display section at the front of the store for four weeks prior to the event. We require books in stock at the time of the initial meeting, the educational session.
- We will write and distribute a press release to over 50 media contacts.