

Watermark

BOOKS & CAFE

4701 E. DOUGLAS | WICHITA, KS | 67218

CONTACT INFO



ABOUT WATERMARK

At Watermark Books & Café we know that every event is as unique as the author presenting. We work with authors and their publishers to tailor each individual event and make it a one-of-a-kind experience. This booklet includes some of the options available based on past events.

EVENT TYPES

IN-STORE

- Bookstore | seats up to 175
- Starry Night Room | seats up to 50-70
- Author Autograph Gallery | seats up to 25
- Café | seats up to 75 diners

OFF-SITE

- Wichita Orpheum Theatre | seats 1200
- Advanced Learning Library
- Grace Presbyterian Church | seats 400
- Other Local Venues | seats 200-500

STORYTIME

- Saturday Storytime | weekly
- Character visits | average 100-150 attendees

SCHOOL VISITS

- Author Presentations
- Book Fairs
- Authors-in-Schools Fund



Jacob Tobia speaking to an audience of over 100 in our bookstore on March 10th, 2019.



Nick Bruel at our first Authors-in-Schools Fund visit on January 31st, 2019.

EVENTS

PRE-ORDER CAMPAIGNS

- In-store and signage and displays
- Online social and email campaigns

TICKETING OPTIONS

- Ticketed event | tickets sold in-store and online
- Ticketed signing line | pre-orders receive priority signing line numbers

TARGETED EMAILS

- Emails to prior customers
- Emails to customers who purchased similar titles

IN-STORE SIGNAGE

- Posters, shelf-talkers, etc.
- Upcoming events display at the front of the store

WEBSITE

- Online events calendar
- Event banners on homepage
- Staff picks & reviews

LOCAL CONNECTIONS

- Underwriting for local NPR station
- Event listings in the *Wichita Eagle* | print & online
- Press releases to all local publications
- Partnerships with local businesses & organizations



8,450+
page likes



3,000+
subscribers



3,150+
followers



12k+
subscribers

CONTACT INFORMATION

Sarah Bagby | Owner / Adult Events | sarah.bagby@watermarkbooks.com

Rebekah Rine | Buyer / Inventory Manager | rebekah.rine@watermarkbooks.com

Lauren Messamore | Marketing Manager | lauren.messamore@watermarkbooks.com

Janice Penner | Children's Events | janice.penner@watermarkbooks.com

Kris Stephens | Bookstore Manager | kris.stephens@watermarkbooks.com

Matt Gurley | Café Manager | matt.gurley@watermarkbooks.com

TRAVEL & ACCOMMODATIONS

THE AMBASSADOR HOTEL

Watermark Books is proud to partner with the Ambassador Hotel to offer our visiting authors first-class services while in Wichita. Just ask the concierge for the Watermark Rate (\$129/Night).

Located in downtown Wichita, the Ambassador is only a short drive from the airport and Watermark Books. Plus, there are a number of downtown attractions and eateries, including the Ambassador's Siena Tuscan Steakhouse.



DIRECT FLIGHTS



Atlanta, GA
Phoenix, AZ
Dallas, TX
Houston, TX
Denver, CO
Las Vegas, NV
Los Angeles, CA
Chicago, IL
Minneapolis, MN
Seattle, WA
St. Louis, MO

More information available at www.flywichita.com/flight-guide/

DRIVING DOWN I-35

Wichita is an easy stop off Interstate 35, the perfect addition to a mid-west tour route!

MEDIA CONTACTS

LOCAL NEWSPAPERS:

The Wichita Eagle / 825 E. Douglas / Wichita, KS 67202 (daily)

- Jean Hays / Deputy Editor, News / (316) 268-6557 / jhays@wichitaeagle.com
- Denise Neil / Entertainment-Food Features / (316) 268-6327 / dneil@wichitaeagle.com
- Matt Riedl / Entertainment Features / (316) 268-6660 / mriedl@wichitaeagle.com
- Tom Seals / Night & Weekend Editor / (316) 268-6362 / tseals@wichitaeagle.com
- Julie Mah / Social Media Editor / (316) 268-6378 / jmah@wichitaeagle.com

East Wichita News / 125 N. Main / Cheney, KS 67025

Travis Mounts / Managing Editor / (316) 540-0500 / news@tsnews.com

The Community Voice / 2918 E. Douglas / Wichita, KS 67214

- Bonita Gooch / Editor-in-Chief / (316) 681-1155 / press@tcvpub.com

Active Aging / 125 S. West St. #105 / Wichita, KS 67213

- Joe Stumpe / Editor & Publisher / (316) 942-5385 / joe@theactiveage.com

The Hutchinson News / 300 West 2nd, Hutchinson, KS 67504

- Ron Sylvester / Editor / (620) 694-5700 ext. 500 / rsylvester@hutchnews.com

Print Freelance (mostly for The Wichita Eagle)

- Lisa McLendon / stringer writer and interviews / fiction and general non-fiction only / 1621 Saint Andrews Drive, Lawrence, KS 66047 / lisa.mclendon@gmail.com

LOCAL RADIO STATIONS:

KMUW 89.1 (NPR Station) / 121 N. Mead #200 / Wichita, KS 67202

- Tom Shine / News Director / (316) 978-6789 / shine@kmuw.org
- Jedd Beaudoin / Features Producer / (316) 978-6789 / beaudoin@kmuw.org
- Chris Heim / Music Producer & Book Reviewer / (316) 978-6789 / heim@kmuw.org
- Beth Golay / Interviews / (316) 978-6789 / golay@kmuw.org

KHCC Radio Kansas (NPR Station) / 815 N. Walnut, Suite 300, Hutchinson, KS 67501

- Ken Baker / General Manager / 620-662-6646 / kbaker@radiokansas.org

LOCAL TV STATIONS:

KWCH (CBS Affiliate) / 2815 E. 37th N / Wichita, KS 67219

- Kim Wilhelm / News Director / (316) 838-1212 / news@kwch.com
- Dakota Miller / Producer—Brett & Sierra Show / (316) 838-1212 / dmiller@kwch.com
- Kristen Boxman / Producer / (316) 838-1212 / kboxman@kwch.com

KPTS (local PBS station) / 320 W. 21st N / Wichita, KS 67203

- Victor Hogstrom / President & CEO / (316) 838-3090 / vhogstrom@kpts.org
- Allen Atha / Producer/Director / (316) 832-8009 / aatha@kpts.org

NOTES & QUESTIONS