

# LOCAL AUTHOR EVENT CONTRACT

Thank you for your interest in hosting an event at Story on the Square. 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. Please read through and initial next to the following.

***\*Please note that we do not host events for authors who have self-published through any Amazon publishing services.***

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 Story on the Square on consignment.

The following prices do not include the \$25 consignment fee. We offer two tiers of events as stated below:

## ***Individual Author Table and Signing – Tier 1 -- \$50.00***

\_\_\_\_\_ Consign two copies of your books and pay the non-refundable \$25.00 Consignment Fee.

\_\_\_\_\_ You will be allowed to occupy the space 1 Hour ahead of time to set up for your event

\_\_\_\_\_ All books that will be sold at the event need to be in Story on the Squares possession 48 hours before the event.

\_\_\_\_\_ Rental includes a table and book signing space, scheduled for two-hours any day of the week, based on calendar availability.

\_\_\_\_\_ Story on the Square will list your event in our weekly e-newsletter, two weeks prior to the scheduled event. We currently have 2,000 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.

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\_\_\_\_\_ We will list your event on our upcoming events calendar, which is displayed on our website [www.storyonthesquare.com](http://www.storyonthesquare.com).

\_\_\_\_\_ Story on the Square will promote your event through our webpage and through our social media assets.

## ***Local Author Festival – Tier 2 -- \$25.00 per author***

Each quarter, we conduct a Local Author Festival featuring local authors. This event takes place from 2:00-4:00 p.m. on the first Sunday of January, May and September. This event is limited to 6 Authors.

You must attend an educational session two weeks ahead of the scheduled festival. At the education session you will:

\_\_\_\_\_ Consign two copies of your book(s) and pay the non-refundable \$25.00 Consignment Fee.

\_\_\_\_\_ Be instructed on deadlines, shelf talkers, formats to use when providing Story on the Square with pictures, cover art, and other marketing materials.

\_\_\_\_\_ View [www.storyonthesquare.com](http://www.storyonthesquare.com) webpage and set up an account so you can purchase books from Story on the Square on the web; you'll also learn to instruct your friends to do the same.

\_\_\_\_\_ Learn how to link to Story on the Square 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 Story on the Square and use hashtags on Twitter and Instagram for promotion.

\_\_\_\_\_ Learn how to share Story on the Square emails, webpage banners, Facebook posts, and retweet our Twitter and Instagram feeds.

## ***If you have paid the \$25 fee for participation in the Local Author Festival, you will receive the following marketing materials:***

\_\_\_\_\_ Story on the Square will design and print a flyer featuring the Local Author Festival featuring the six participating authors. We will also give you an extra five flyers for you to promote the event.

\_\_\_\_\_ Story on the Square will promote the Local Author Festival in our biweekly e-newsletter in the two issues prior to the event. We have over 2,000 subscribers.

\_\_\_\_\_ Story on the Square will promote the Festival through our webpage and through our social media assets.

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\_\_\_\_\_ Story on the Square 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.***

***These rules apply to any author event in Story on the Square.***

\_\_\_\_\_ You agree to meet with our Manager and/or Events Manager to sign your contract and review all details of the event 2 weeks prior to your event.

\_\_\_\_\_ You agree to come to an information session 2 weeks before your event. If you cannot attend this information session, your event will be cancelled and may be rescheduled depending on calendar availability.

\_\_\_\_\_ You agree to occupy the space no earlier than 1 Hr. before the event, and to break down at the end of the event.

\_\_\_\_\_ Any materials you bring into the store, you are responsible for taking home with you.

\_\_\_\_\_ You agree to not bring balloons to the signing or event.

\_\_\_\_\_ You agree to not bring any outside food or beverages to the event as it is a violation of our health code. You and your guests are welcome to order from our Rough Draft bar for any food and beverage needs.

\_\_\_\_\_ You agree to our terms of retail sale for the book and will not offer any other promotions during or after your event.

\_\_\_\_\_ You agree to promote the sale of your book through Story on the Square, both online and instore.

\_\_\_\_\_ You agree to have hyperlinks on your website/social media forms to Story on the Square's online store to promote the sale of your book.

\_\_\_\_\_ You agree to bring the copies of the book that you will sell at the event to the store 48 hours in advance of your event.

\_\_\_\_\_ You agree to promote your event through your own social media, and marketing platforms to your target audience.