

## Eagle Harbor Books Consignment Event Packages

Eagle Harbor Book Company is well-known for its events as the host, co-host, and bookseller for more than 100 events each year, both in our store and at off-site venues throughout Kitsap County. We take great care and pride in promoting authors both local and national.

We curate our event calendar as carefully as we curate our book selection and in doing so, we host a wide variety of events and entertain an array of topics. Though we do not always have the time, space, or staff to host every author request, we work carefully to ensure that the events we do host have a good outcome for the author, their publisher, and our store.

These events take staff time and funding to be successful. When we host an author through a traditional publisher, EHBC receives assistance with advertising, posters, promotion, etc. For local self-published and consignment authors, we now offer several publicity packages that will allow us to more effectively market and promote your book.

The first package, which costs \$60 (\$30 for poetry), will include a full event with lectern, AV if needed, seating, and marketing. Authors will also be offered a 40-minute consultation with event staff prior on the how-to of a successful event and tips on marketing. Authors *not* interested in a speaking event can schedule a signing/meet & greet in-store for \$40 (\$25 for poetry), also with publicity. Included in these fees is the consignment set-up fee of \$25 (\$10 for poetry). If you have already paid a consignment fee, we will reduce the package cost per that amount.

To be considered for one of these event/publicity packages, we ask the following of each author. In order to evaluate and select the best events for our community, a formal proposal is required. Please note that we cannot consider events on short notice and your request should be made at least 6-8 weeks in advance of a proposed date. Self-published authors qualifying for an event will need to meet the following criteria:

- We prefer featuring authors with books published within the last six months.
- Event books must be available at standard retail terms
  - 40% discount or better
  - fully returnable
- Agree to promote the event yourself, and commit to inviting a minimum of 30 people.

If your situation meets the above criteria, please send a detailed proposal to our Events Department via [events@eagleharborbooks.com](mailto:events@eagleharborbooks.com), and include the following:

- A brief summary of the book, including date published.
- Short author biography.
- Dates and times of any other events will you be doing in the Greater Seattle area.
- Website links for you and your publisher.
- Promotional ideas or special marketing angles for an event
- Number of personal contacts that you believe will attend the event.

- Desired time frame for an event.
  - Please note: April, May, June and September, October and November are generally reserved for national author tours.

We will review your proposal and consider sales of any of your current or previous books, as well as sales and event attendance of other titles in the category to determine whether your event will be a good fit for our event program.

### **Event Promotion:**

Once an event is approved and scheduled, EHBC works carefully to ensure a good outcome. As part of this package, we will accept 5 copies of your book on consignment initially and schedule a book presentation/author event within two to three months of consignment.

The event publicity package fee is non-refundable. In the event of a cancellation, we will reschedule the event at no additional cost. Our promotional packages include:

- Media outreach to members of the local and national media
- Listing on our social media enabled website event calendar.
  - We will include a link to an author's website as long as that website includes a link to either eagleharborbooks.com or indiebound.com for book purchases.
  - If your book does not show up in our on-line database, please let us know.
- Genre specific e-blasts (when applicable).
- Face-out shelving of your book, and window display as event approaches.
- Extensive social media outreach: Facebook, Twitter, Instagram.
- Outreach through our many community partners, when applicable.
- Book sale reports to the *New York Times*, and IndieBound.org.
- School and library visits when applicable/possible.
- If the media is interested in an interview, we can help coordinate the schedule. While media coverage can never be guaranteed, there are some strategies to help garner additional publicity:
  - Does your event or book have a local angle?
  - Is your event or book timely?
  - Is your event or book newsworthy? If so, how?

For more information, contact Victoria Irwin, our events manager, or assistant Emma Van Dyk at [events@eagleharborbooks.com](mailto:events@eagleharborbooks.com)