



Application Process for Official Bookseller Status 2011 Festival

Background

The Word On The Street is seeking one Official Bookseller for its book and magazine festival to be held on Sunday, September 25 from 11:00 am to 5:00 pm

What is an Official Bookseller?

The status of Official Bookseller is granted to the retailer or collective selected to sell the front list titles that are programmed by The Word On The Street.

The Official Bookseller will conduct sales from two festival tents, integral to the program venues they serve. Centralization of programmed book sales, supported by a marketing campaign to drive audiences to the venues has been proven by the WOTS national organization to be effective in achieving strong sales of programmed books.

Who may apply?

A single retailer or single location of a chain retailer or a collective of retail locations may apply to be an Official Bookseller.

Fee to be Official Bookseller

The Word On the Street does not charge a fee to be the Official Bookseller, nor do we request a percentage of profits. In light of the festival's priority to champion literacy, we encourage our Official Bookseller to donate a portion of their proceeds from the day's sales to a literacy initiative. The amount and initiative is the bookseller's choice.

What are the venues and themes allocated to the Official Booksellers?

The Official Bookseller will conduct sales of front list titles of each author featured in the following venues:

The Adult Author Tent

A showcase of readings from national and local authors featuring a variety of fiction, non-fiction and poetry.

The Children's Tent

A solid line-up of author readings, live entertainment, hands on activities and appearance by local personalities.

Benefits of being an Official Bookseller

For their service, the Official Bookseller will receive:

- One 10x10 exhibitor tent at no charge to the Official Bookseller. Exhibitor tent located on Jubilee Drive.
 - Signage in each of the programmed venues supported by the Official Bookseller
 - Website recognition of Official Bookseller
 - Skirted table and chairs in each programmed venue supported by the Official Bookseller
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Obligations of the Official Bookseller

Official Bookseller obligations:

- Selling all programmed titles for the venues in the Official Bookseller's areas. A final list of authors and programmed titles will be provided to the Official Bookseller in mid August.
 - The Official Bookseller is responsible to source sufficient quantities of programmed titles. The festival strongly encourages the Official Bookseller to stock backlist for any programmed authors they believe will be of interest to festival-goers. It is important to note that sales from the programmed venues are limited to those described. No other book sales are permitted from the Official Bookseller's venues. However, the Official Bookseller is welcome to sell other titles and authors from their exhibitor tent on Jubilee Drive (rules and regulations found in the 2011 Exhibitor Package).
 - All costs with managing the bookselling function are those of the Official Bookseller.
 - The Word On The Street will provide a form on which to track book sales.
 - This form must be completed and returned to the festival within two weeks of the event.
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How Does One Become an Official Bookseller?

Parties that would like to be considered for Official Bookseller status must submit a brief proposal (2 page maximum) to the Festival by August 12, 2011, that addresses the following:

- Contact Information
- Contact name
- Organization name
- Address

- Phone number
- Email
- Website

Retailer Type

- Indicate if you are applying as single retailer or single location of a chain retailer or a collective of retail locations. If you are part of a collective, name all the booksellers in the collective and indicate the name of the person that will represent the collective. The Word On The Street will deal with this person exclusively:

Getting To Know You

- Does your retail location or collective typically stock books of the programming themes you wish to represent?
- Did you participate in The Word On The Street in the most recent festival year?
- What experience do you have as a festival or event bookseller?
- What will you be doing to promote The Word On The Street and the authors that will be appearing at the Festival before and after the event?
- If you agree to donate a portion of your proceeds to a literacy initiative, what literacy initiative would you support?

Proposals can be mailed or emailed to:

Julie Marshall, Special Events Coordinator
City Hall
200 King Street West
7th Floor
PO Box 1118
Kitchener, ON N2G 4G7

julie.marshall@kitchener.ca

Selection Process

Applications will be reviewed by a committee consisting of staff and advisory board members. A selection will be made by this group.

All applications will receive notification of decision by email no later than August 19, 2011