

Third Place Books Event Proposal

Thank you for your interest in setting up an author event at Third Place Books. We take pride in giving authors a space to promote their work and connect with the community.

Hosting more than 200 events a year we have come to understand the challenges of producing successful events. We appreciate your effort in completing this proposal.

Because our events program is in such great demand, we request that all potential authors complete this proposal. This helps us determine if your book is a good match for your community.

Please note that Third Place Books has three store locations, all of which host author events. If your proposal is approved, the events staff will determine which location is most suitable for your event, based on information you provide below.

Email the completed proposal with your digital media kit (see Part 4) to events and marketing manager Zak Nelson at znelson@thirdplacebooks.com. Completion of a proposal does not guarantee an event at Third Place Books. All proposals are subject to approval. Events are generally booked 2-4 months in advance; requests for events within the next 30 days may be discarded. We try to process proposals in a timely manner, but please allow 1-3 weeks for a response. For information about our events program, see our Program Description at thirdplacebooks.com/author-event-booking.

PART 1 - Contact Info & Availability

Name (as it appears on book)	Preferred Name (how you'd like us to address you, if different)

Email	
Today's date	

Book title	
ISBN	
Publication date	
Preferred event date(s)	
Unavailable date(s)	

Do you have other events scheduled, or pending, in the area? When and where?

Going to other bookstores in the area does not disqualify you from having an event at Third Place Books. However, we all have a shared interest (you, us, and other bookstores) in limiting overlap of audience. We simply ask for transparency so we can help determine when and where you might have the most successful event.

Is this book self-published?

We host many events for self-published authors each year. Self-published here means books published by your own press or under your own imprint. Check "Yes" if your book is published by a subsidized ("vanity") press.

- Yes
- No

If you answered "no" above, who is the publisher?

Is the book a print-on-demand (POD) title?

- Yes
- No

How can we order your book? (Check all that apply)

- Available through Ingram
- Available through Baker & Taylor
- Available through other distributor (Midpoint, NBN, PGW, etc)
- Available through publisher
- Available on consignment

Is your book available at a 40% (or greater) discount and fully returnable to publisher or wholesaler?

- Yes
- No

If available on consignment terms, will you be able to handle all delivery, invoicing and returns yourself?

- Yes
- No

PART 2 - Book & Event Description

The following questions help us understand you, your book, and the nature of your proposed event. Please note that, if interested, we may ask you to send us a non-returnable reading copy of your book.

Please provide a brief description of your book (no more than 250 words). You may use cover/jacket copy or publisher catalog copy.

Please provide a brief author bio (no more than 150 words).

What is the target audience for your book (i.e. history buffs, scientists, gardeners, kids, retirees, etc.) and why do you think your book will interest them?

Is there a local or regional connection in the book? In what way?

What format do you envision for your event?

- Reading or talk, followed by Q&A, followed by book signing
- Visual presentation, followed by Q&A, followed by book signing
- In-conversation style event (you and one other person)
- Panel event (you and at least two others)
- Group discussion or round table
- Storytime and/or activities
- Musical or theatrical performance (may or may not include Q&A), followed by book signing
- Book signing only
- Not sure
- Other

If more than one person (conversation, panel, etc), who would the other person(s) be?

Do you know them?

- Yes
- No

Are you able to contact them?

- Yes
- No

Will you need a projector and screen?

We can provide up to two mics (with stands), lectern, signing table & chairs, water, and signing pens. We also can provide a digital projector and screen, if you let us know in advance. If you have a Mac, we ask that you bring your own adapter. For events using any A/V equipment, we ask that you plan to arrive half an hour early.

- Yes
- No
- Not sure yet

What other needs, expectations, or requests do you have?

We try to accommodate all requests, but ask that you let us know at least two weeks in advance. This includes but is not limited to: displaying informational material for anything or anyone other than your book, inviting other people or organizations to speak, and bringing animals, food, beverages, or gifts/swag. Simply put, let us know what you're planning.

PART 3 - Promotion

Ninety percent of the success of an event—at least in terms of attendance, and to some degree sales—depends on the author’s efforts to get out the word. The following questions help us determine your promotional reach, as well as which store location might be best for your audience.

If you have a personal blog, author website, or similar, please list the URL(s) here.

Do not list employer website unless it is for an organization you run and that would be directly involved in promoting your book or event.

Do you currently live or work near one of our stores, or have a connection to one of our neighborhoods?

- Lake Forest Park
- Ravenna
- Seward Park
- No, but I live in western Washington
- No, but I live in the Pacific Northwest
- I don't live or work nearby

Do you have family, friends, colleagues, or fans near a particular store? (Check all that apply)

- Lake Forest Park
- Ravenna
- Seward Park
- I have connections elsewhere in (or near) Seattle
- Not sure

How many of your friends, colleagues, or fans do you expect would attend your event?

To have an event at Third Place Books we ask that you be confident that you can draw at least 25 attendees from your own contacts

Do you have a Seattle area mailing list or social media network that you intend to use to promote your event?

- Personal mailing list
- Work-related network or mailing list (not related to your writing)
- Blog/website
- Facebook
- Twitter
- Instagram
- Other _____

Please check all other publicity and marketing you will engage in:

- Press release to local media
- Creating and hanging (or distributing) posters
- Distributing flyers, postcards, and/or bookmarks
- Paid promotion on social media or the web
- Paid print or broadcast advertisements
- Promotion at local conferences/events
- Other _____

Have you received any previous publicity, and if so, when and where?

What organizations might be interested in your topic and book, and which ones will you contact?

Please include any additional information that maybe pertinent to your book and/or event.

PART 4 - Your Digital Media Kit

If your proposal is approved—and possibly before then—we will ask you to electronically send a high resolution author photo and cover image (unfortunately this form does not allow digital uploads). Having professional images helps us run a professional events program. We use these images on our website, in our print calendars, for in-store signage, and other promotional outlets. Therefore we ask that the images you submit meet the following guidelines:

- Minimum 200 dpi (at 11 x 17 in.)
- Full color (RGB or CMYK)
- Format: .jpg (ideal); .tiff or .psd acceptable ... NO .pdf, .gif., .pct., .eps, or .raw
- Vertical (portrait) orientation for author photo, even if multiple authors
- Author photo is ideally a headshot (shoulders up), not an action shot
- Cover image is just of the front cover (doesn't include spine or back cover), as it appears on finished book, and is not a scan
- No additional borders, text, or design work

You're usually in the right ballpark if your images are in the 1-4 MB size range, as a JPEG. If your images are low quality, overly stylized, or otherwise deemed unusable, we will ask you for new images.

PLEASE HAVE YOUR HI-RES AUTHOR PHOTO AND COVER IMAGE READY TO SEND UPON REQUEST.

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