



Author Event Requirements

Thank you for your interest in a an author event at the Tattered Cover Book Store. Tattered Cover hosts over almost 500 events every year and our event spaces are in high demand.

Author's qualifying for an event will meet the following criteria:

- ◆ Have a book published **within the last six months of the event date**.
- ◆ Have your book **already stocked** (or on order) at the Tattered Cover.
 - If your book is not currently stocked by the Tattered Cover, and you are a local, self-published author, please visit <http://www.tatteredcover.com/local-authors> for information on our Colorado Author Consignment Program.
 - If you are not self-published, you or your publisher can connect with our buying team via books@tatteredcover.com.
- ◆ Event books must be **available at standard retail terms** (40% discount or better, and fully returnable).
- ◆ Agree to pay a **\$150 event/marketing fee**. This fee helps us cover promotional and other event costs. (See the following page for complete details on marketing and the fee.)
- ◆ 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 Marketing & Events Department via calendar@tatteredcover.com, and include the following:

- ◆ Brief summary of the book, including date published.
- ◆ Short author biography.
- ◆ Type of event you envision for your book, and preferred Tattered Cover store location.
- ◆ Dates and times of any other events will you be doing in the Denver Metro area.
- ◆ Your promotional plans for your book/event.
- ◆ Your estimated attendance (friends, family, colleagues) and expected book sales.
- ◆ Desired time frame for an event.
 - **Please note:** April, May, June and September, October, November, and December are generally reserved for national author tours.

We will review your proposal and look at sales 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. If we are interested in hosting an event for your book, we will contact you to discuss a date and location for the event.

Tattered Cover Book Store
Business Office • 2526 E Colfax Avenue Denver, CO 80206
303-322-1965 • www.tatteredcover.com

Author Event Promotions

In addition to the Tattered Cover event promotions detailed below, it is crucial that authors work to promote their own events to the local media, special interest groups, and personal contacts.

- ◆ Media outreach to 170 members of the local and national media.
- ◆ Listing in our monthly printed event calendar, distributed and posted in all stores.
- ◆ Link in one of our monthly email newsletters (40k+ subscribers), either main and/or genre-based.
- ◆ 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 tatteredcover.com or indiebound.com for book purchases.
 - If your book does not show up in our online database, please let us know.
- ◆ Extensive social media outreach: Facebook (42k+ followers), Twitter (56k+ followers), Instagram (28k+ followers)
- ◆ Outreach through community partners, when applicable.
- ◆ School and library visits when applicable/possible.

A minimum **\$150.00 fee** is required in order to schedule an author event at the Tattered Cover. The fee helps to cover our event promotions and operating costs. An invoice for this fee will be sent along with your event confirmation, and payment by check or credit card is due the day of the event or before.