



Author Event Requirements

Thank you for your interest in a possible author event at the Tattered Cover Book Store. The Tattered Cover hosts over 450 events every year and our event spaces are in high demand. Author's qualifying for an event will need to meet the following criteria:

- Have a book published **within the last six months**.
- Have your book **already stocked** (or on order) at the Tattered Cover.
- Event books must be available at **standard retail terms** (40% discount or better, and fully returnable).
- **Pay a \$150 event/marketing fee.** This fee helps us cover promotional and other event costs.
 - Please 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 you will be doing in the Denver Metro area.
- Your promotional plans for your book/event.
- Your estimated attendance (friends, family, colleagues) and book sales?
- 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 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.

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 our monthly e-mail newsletter (20,000 subscribers).
- 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 on-line database, please let us know.
- Genre specific e-blasts (when applicable).
- Extensive social media outreach: Facebook (~37,000 fans), Twitter (~46,000 followers), Instagram (8100+ followers)
- Listing in our event ad on the Sunday Denver Post Books Page. Listing includes author photo, event details, and one sentence description.
- Outreach through our many community partners, when applicable.
- School and library visits when applicable/possible.

A **\$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 is due at least two weeks prior to the event.