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Barn Owl Books Event Proposal

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

Barn Owl Books hosts numerous in-person events a year. As such, we receive dozens of proposals annually and appreciate your patience as you await a response from us. **Proposals may take 1-2 weeks to consider.**

Email the completed proposal to cbrown@thebarnowlmccall.com. Completion of a proposal does not guarantee an event at Barn Owl Books. All proposals are subject to approval. Events are generally booked 1 - 3 months in advance; requests for events within the next 30 days may not be considered.

PART 1 - Contact Info, Availability & Terms

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)	

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	Our normal terms are 60/40, i.e., we take a 40% discount.
☐No	If no, who is the publisher? _____

How can we order your book?	
☐Available through Ingram	☐Available through publisher

Is your book available at a 40% (or greater) discount and fully returnable to publisher or wholesaler?	
☐Yes	☐No

PART 2 - Book & Event Description

Please provide a brief description of your book (250 words max). You may use cover/jacket copy or publisher catalog copy.

Please provide a brief author bio.

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, Q&A, book signing
☐Visual presentation, Q&A, book signing
☐Storytime and/or activities (i.e. kids' event)
☐Book signing only
☐Other _____

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: 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 sale s— depends on the author's efforts to get out the word. The following questions help us determine your promotional reach.

How many of your friends, colleagues, or fans do you expect would attend your event?
To have an event at Barn Owl Books we ask that you be confident that you can draw at least 5 attendees from your own contacts

Do you have a Boise/McCall area mailing list or social media network that you intend to use to promote your event?	
☐Personal/work mailing list ☐Blog/website ☐Facebook	☐Twitter ☐Instagram ☐Other _____

Please check all other publicity and marketing you will engage in:	
☐Press release to local media ☐Creating and or distributing posters ☐Promotion on social media or the web	☐Paid advertisements ☐Other _____

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 We use these images on our website, 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

You're usually in the right ballpark if your images are in the 1-4 MB size range, as a JPEG.

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