



## BOOK LAUNCH PROGRAM - INFORMATION FOR VENUES

### Overview

Emerging and established authors have the opportunity to introduce their publication to a larger audience as part of the Words on the Waves Book Launch program. Particularly developed with local authors and artists in mind, this program is a way for the festival to develop community connections and capacity, develop relationships with local businesses and showcase the talents of the Coast to our local and visiting attendees.

### What we offer the Venue

- As Venue Partner, we would feature your business on:
  - Our website Partner page (<https://wordsonthewaves.com.au/partners/>)
  - Our social media (Facebook, Instagram, Twitter)
  - Our Festival Main Program printed booklet
  - Our Festival Partner Banner
  - Our Festival digital presentation (displayed during Festival weekend)

### Covered by the Venue

- Use of venue space for designated event time (agreed to by all), as well as bump in and bump out
- If available, use of AV (mic, amp)
- Staff required by venue to remain open (any additional requirements to be negotiated with Book Launcher)

### What we offer the Book Launcher

- Promotion of the Book Launch event to our demographic of educated readers and keen culture aficionados, from the Coast and further afield (social media, program booklet, website, and e-newsletters)
- Event Cheat Sheet - best practice and tips and tricks for running a successful event
- Connection with The Book Shop Umina for book sales
- Connection to appropriate venue for Book Launch event
- Venue Partnership acknowledgement through Words on the Wave channels



**Covered by Book Launcher**

- The Book Launcher will need to run the event logistics
- The Book Launcher can choose to offer food and beverage
- The Book Launcher will manage the event RSVP list
- The event will enjoy greater success if promoted by the Book Launcher and the Book Launcher's networks also
- Any associated costs incurred by the event, such as listed above

To have your venue included as part of the Words on the Waves Writers Festival Book Launch program, please fill in an EOI form available here:

<https://forms.gle/5vjKzsuuZoK1m2FU8>. There will be a standardised criteria used to assess every submission as book launch slots will be limited.