

BRATTLEBORO  
*Literary*  
FESTIVAL

**SEEKING PROPOSALS FOR  
BOOKSTORE PARTNER(S) AT FESTIVAL  
EVENTS AND POP-UP FESTIVAL BOOKSTORE  
FOR THE 2021 BRATTLEBORO LITERARY  
FESTIVAL**

**OCTOBER 14-17, 2021**

**Brattleboro Literary Festival  
Authors' Committee 8/2/21**

## **INTRODUCTION AND BACKGROUND**

The broader mission of the Literary Festival is to preserve and enhance the social, economic, and cultural vitality of Vermont's smaller communities and their rural way of life.

Festival participants come from all over the world as well as from around Brattleboro and surrounding communities. In selecting authors for the Festival: (a)we look for writers whose work inspires acceptance, empathy, and equality, (b)we strive to present authors who are internationally, nationally, regionally and locally diverse and (c)we seek to demonstrate the role of books in what is happening locally to the state of the nation and the world. This year's Festival represents our twentieth anniversary and will host over 50 authors in Fiction, Poetry, Non-Fiction, and YA/Children's literature.

In this spirit, the Festival welcomes proposals for vendor(s) to sell books at Festival events, which will include both virtual and live audiences.

### **Bookstore Partner Role**

Local independent bookstores play a huge role in the festival each year:

- publishers look to their book sales as a measure of the value of the authors' time when selecting tour locations,
- festival-goers are excited to purchase books they can have inscribed by the author,
- Book sales contribute to the local economy.

### **Festival's Role and Obligations to Bookstore Partner(s)**

1. The Festival will furnish a list of all festival authors that includes the title of each author's latest book, the publication date, and whether the book is hardcover or paperback. Most of the books are published by major publishers; if a bookstore partner has difficulty locating a title, we will be available to contact the author.
2. The Festival will provide tables and chairs to the bookstore partner, which will be staged at designated venues and areas. Table coverings will also be provided.
3. The Festival will provide an onsite representative to handle any venue-related questions or problems. Festival-related questions or issues should be referred to the onsite Festival representative.

**QUESTIONS REGARDING THIS PROPOSAL MAY BE SUBMITTED TO:**  
Brattleboro Festival Authors' Committee, vtbookfest@gmail.com.

**TIMELINE (subject to change by the festival)**

August 2, 2021-- Invitations Sent to Potential Bookstore Partners

August 16, 2021—Invitation Responses Due by 5:00 PM

August 30, 2021—Award Decision (likely to be sooner but no later than)

**PROPOSAL BIDDING REQUIREMENTS**

**Bookstore selection**

Brattleboro Literary Festival shall award the contract(s) to the proposal that best fits the mission of the Festival. Brattleboro Literary Festival reserves the right to: (i) award any contract prior to the proposal deadline if all proposals have been received, (ii) award the contract to more than one Bidder, and (iii) refuse any proposal or contract.

**Deadline to submit proposal**

All proposals must be received by Brattleboro Literary Festival no later than 5:00 PM on August 16, 2021, for consideration in the project proposal selection process.

**Proposal selection process**

The proposals will be reviewed by the members of the Festival Authors' committee. Only those proposals received by the stated deadline will be considered. All proposals submitted by the deadline will be reviewed and evaluated based upon information provided in the submitted proposal.

Brattleboro Literary Festival reserves the right to cancel, suspend, and/or discontinue any proposal at any time, without obligation or notice to the proposing bidder.

**Further information**

Author and book information can be found on the festival website at [www.brattleborolitfest.org](http://www.brattleborolitfest.org)

**Proposal submission format**

Please complete pages 4 & 5 and return by email to vtbookfest@gmail.com by August 16

# BRATTLEBORO *Literary* FESTIVAL

## **BOOKSTORE PROPOSAL FOR 2021 FESTIVAL**

### **THE FESTIVAL SEEKS BOOKSTORE PARTNER(S)**

The objective and ultimate goal of this proposal is to recruit passionate, dedicated, competent, and friendly bookstore partners to help us further our mission and be an essential part of this local literary event.

Please take the time to review the expectations and respond to the questions.

Your Name:

Book Store:

**Is your bookstore interested in becoming a 2021 Festival Bookstore Partner?**

\_\_\_\_\_ Yes      \_\_\_\_\_ No

**Please indicate your areas of interest. Mark all that apply.**

\_\_\_\_ Selling festival non-fiction books at the event site

\_\_\_\_ Selling festival fiction and literature at the event site

\_\_\_\_ Selling poetry books at the event site

\_\_\_\_ Selling books Friday evening, Oct 15 at the Black Women Creatives panel

\_\_\_\_ Selling books Thursday evening, Oct 14 at the Katherine Paterson event

\_\_\_\_ Selling all festival books at the pop-up bookstore site Sat. Oct 17 and Sun. Oct 17

**Guidelines and Expectations for Bookstore Partner(s) at the Brattleboro Literary Festival**  
**(Please respond to questions bolded below)**

1. Bookstore partners are expected to maintain a professional presence at the festival, keeping the bookselling area adequately stocked and neat, manned by friendly, attentive booksellers.
2. The bookstore partner will support and promote festival authors and their books in the weeks leading up to the festival.

**2a. Please explain how you plan to promote Festival books and authors:**

3. The bookstore partner will purchase sufficient numbers of titles to meet the demand of readers who attend the Festival.<sup>1</sup> All sales shall be reported to BookScan or BookWeb so authors can track their sales from the Festival. Please visit <https://www.bookweb.org/news/why-sales-and-bestseller-list-reporting-vital-2020-overview-578362> for further information about the importance of reporting sales.
4. The bookstore partner shall furnish the credit card devices and necessary devices to connect to the internet to facilitate credit card sales.
5. The designated bookstore partner(s) shall have sufficient staff to sell books at up to three concurrent locations<sup>2</sup> plus the pop-up bookstore from **9:30 am-5:30 pm, Saturday, October 16 through Sunday, October 17**. Authors will be available at the site of their event to sign books immediately following their events.
6. Why do you believe your bookstore should be chosen to sell books at the 2021 Brattleboro Literary Festival?

**Please complete page 4&5 and email to:  
vtbookfest@gmail.com by the August 16.**

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<sup>1</sup> Although proceeds from the book sales will be retained by the bookstore, we strongly suggest that the store consider offering a small discount on new hardcover books sold at the festival (5-10%) as an incentive to keep the book sales local. The online indie bookstore, [bookshop.org](http://bookshop.org), offers an 8% discount.

<sup>2</sup> Locations will be within several blocks of each other and a list will be provided by October 1. One of the four locations will be a “pop-up” festival bookstore that will provide all Festival books located at the Festival headquarters.