Cape Vincent, New York
YOU CAN DO A BOOK FESTIVAL!

Presented by
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COMMITTEE MEETINGS
Committee formed from Jefferson-Lewis Library Association in June 2012
First meeting in August, 2012- off and running.
Meetings were often the first year
Monthly the second year
This year we had our first meeting this week!
Early Planning

- Name for event and logo
- Date for Event
- Location
- Brainstorm authors, contact then one person does contracts
- Find a Book Store with which to work
- Discuss possible funding options
- Possible partners for assistance
Community
Calendar
Reading on the River, June 7, 2015
On the radio
On television
On the internet
In weekly newspapers
In daily newspapers
Publicity

- Member connections with local newspaper owner is helpful
- Facebook Page was created (and/or Website)
- As time gets closer—posters, flyers, Public Service Announcements (PSAs),
- The week before the Festival, Chairman Liz, represented us on Local TV and talked about the Festival
NYLA HELPS

- Relationships to NYLA enabled use of their 501c3 (tax exempt #) for Grant applications.
- Also they allowed use of their Emp. ID and an Insurance Rider for our event
- NYLA
  - SSL
  - JLLA
  - Book Festival Committee
School Library Systems & Public Library Systems
Printing
Couriers
Listservs
2013 Book Festival Budget

- Author Fees and traveling exp. $5000-6000
- Lunch, dinner, cocktail Party $ 800-1000
- Custodial $ 200.
- Publicity, Printing, Postage $ 300 -1000
- Misc. $ 300.
- TOTAL $ 6600 - 8500
Phase 1: Members suggested possible grants and began applying

Phase 2: Donations of funds from local businesses and organizations

Phase 3: Individual members each sent several letters requesting monetary donations

Donation levels:
- Friend $10.-$49., Contributor $50. +
- Donor $100+, Patron $250 +, Sponsor $500+
- Caldecott $1000+, Printz $2500+, Newbery $5000+
Cape Vincent, NY

Where the great Lake Ontario meets the St. Lawrence River.

Beautiful homes in Cape Vincent were available for housing out of town volunteers and authors.

http://www.visit1000islands.com/visitorinfo/
wp-content/uploads/2008/06/lighthouse-aerial.jpg

Generous local businesses donated Little Tree Air Fresheners, cheese curd, souvenirs, magnet, bookmarks and nice canvas bags as a gift for our presenters.

http://www.vrbo.com/335042
Breaking Ice with hors d’œuvres!
Evening before the event for authors, hosts, and committee members

Gives committee and authors opportunity to meet informally

Authors are already friends and make more friends

Authors have a chance to ask questions

Authors “check in” & are escorted to host homes
Lunch in the Faculty Room
Feeding the masses

- Cocktail Party food is catered from local restaurant (10 delicious hors d’oeuvres)
- Wine and cocktails donated or purchased
- Local businesses donated funds or items
- Lunch provided for each author, pre-ordered
- Volunteers paid for theirs, pre-ordered
- Snacks & beverages sold by local group for attendees.
The VanRipers draw a crowd
Authors and presenters

- We had Contracts for each author sent and received back by one person. We started with 6 or 8 authors, 2nd year 10
- Contracts include price, provide presentation times, lunch time, book sale & signing opportunities.
- Are they bringing and selling their own books?
- If not, get titles from the Book Store
Our situation at a Public School

- Set up after school (Fri.) in Gym for book sales area
- How many tables?
- How many rooms?
- Help authors with books and find rooms (Day of)
- Table at entry where volunteers handed out & collected Programs, evaluations, gave directions & answered questions
- Volunteers manned book sale table, help with set-up & clean up, facilitated author presentations
## 2015 Starting Budget

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author's Fees</td>
<td>$7,100.00</td>
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<tr>
<td>Building Cost</td>
<td>$300.00</td>
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<tr>
<td>Travel</td>
<td>$1,500</td>
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<tr>
<td>Lunches</td>
<td>$200.00</td>
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<tr>
<td>Supplies, copying, postage, etc</td>
<td>$400.00</td>
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<tr>
<td>Advertising</td>
<td>$700.00</td>
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<tr>
<td>Party</td>
<td>$525.00</td>
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<tr>
<td>Misc.</td>
<td>$100.00</td>
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<tr>
<td><strong>Total Budget</strong></td>
<td><strong>$10,825.00</strong></td>
</tr>
<tr>
<td><strong>Start money from 2014</strong></td>
<td><strong>$7,811.73</strong></td>
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Our Recipe for Success

- Find a vibrant leader
- Committee with variety of skills & connections
- Support from the communities
- Continuing contact with Authors
- Ellen Rubin’s Toolkit for Book Festivals: http://www.nyla.org/max/4DCGI/cms/review.html?