



Author Event Proposal

Bookstore Name and Address:

Creekside Books & Coffee
35 Fennell Street
Skaneateles, NY 13152
www.creeksidebooks.com

Main contact name and number and backup contact name and number:

Erika L. Davis
Proprietor
Store (315) 685-0379
Cell (315) 730-6178

Karen Wheeler
Events Coordinator & Children's Buyer
Store (315) 685-0379

Email Address:

erikadavis@adelphia.net

About Creekside Books & Coffee

Skaneateles is a village for the senses – clear air, vibrant foliage, a refreshing swim. Creekside Books & Coffee completes the village's sensory experience with delicious store-roasted coffee, stimulating books and pleasant conversation. It's a place to meet old friends and make new ones, a welcoming home away from home for all who visit.

About Creekside

Creekside Books & Coffee is located at 35 Fennell Street in Skaneateles. A Book Sense affiliate, Creekside is the only retail store in the village selling new hardcover and paperback books as well as toys, gifts, greeting cards and other merchandise. The coffeehouse features the freshest roasted coffee in town, a light fare menu and a pleasant atmosphere to relax and enjoy.

About Skaneateles, NY

Skaneateles is a small town with metropolitan tastes. The most affluent community in central New York, Skaneateles has a highly educated population and a busy calendar of cultural events all year round. The village is approximately 40 minutes from the Syracuse airport.

Creekside Books & Coffee Inc.,

35 Fennell Street, PO Box 586, Skaneateles, NY 13152 Phone (315) 685-0379 Fax (315) 685-0389



About Skaneateles, NY

Set on a crystal-clear lake in central New York State, Skaneateles is the Eastern gateway to the Finger Lakes. Skaneateles is home to a thriving residential and business community, and hosts thousands of visitors and vacationers each year. The diverse population includes merchants and professionals, farmers and academics, business people and retirees.

Skaneateles is home to a number of special events held throughout the year including the acclaimed Skaneateles Festival, a chamber music event in August and the Dicken's Christmas Festival in November and December. The Finger Lakes region boasts pristine lakes, apple orchards, brilliant fall foliage and New York's famed wine region. Nearby Syracuse offers notable attractions including the Museum of Science and Technology, Everson Museum of Art, several professional theatre companies and Syracuse University.

In Skaneateles' historic downtown district, shops and galleries are housed in restored buildings dating back to 1835. Visitor accommodations include inns, bed-and-breakfasts, motels and cottages. Access to all points is easy from the New York State Thruway, connecting interstates and Syracuse's Hancock International Airport.

Please visit the Skaneateles Chamber's website at www.skaneateles.com.

About the Bookstore at Creekside

The bookstore is a retail establishment specializing in selling quality new books and related specialty items. The bookstore is the only retail store in a Skaneateles to offer a wide selection of new hardcover and paperback books and specializes in quality fiction, local interest, travel, home and hearth and children's books. It offers other merchandise including high quality home décor items, toys, gifts and high-end book related items to enhance the overall shopping experience for its customers. The bookstore can order any book in-print that a customer requests and also provides a Customer Loyalty Program for frequent shoppers.

About the Coffeehouse at Creekside

The coffeehouse is a "first of its kind" café-style establishment specializing in selling high quality coffee roasted on-premises with a Java Master Coffee Roaster. Along with its full range of specialty coffee drinks, the coffeehouse will also offer its customers smoothies, teas and other non-coffee beverages as well as a selective light-fare menu comprised of fresh-baked breakfast foods, desserts and comfort foods which can be ordered for take-out or enjoyed in the cozy atmosphere of the coffeehouse.

Event Location, if offsite:

Creekside Books & Coffee can seat up to 100 people. Off site locations are available in town for events over 100.

Author Event Promotion Plans:In-store Promotions

- Posters placed on doors and windows throughout bookstore and coffeehouse.
- Table talkers (table tents) placed on tables in coffeehouse.
- Two prominent book and event announcement displays; one in front-of-store and one in appropriate section. Displays will go up three weeks prior to event.
- Bag stuffer postcards announcing the event are given out two weeks prior to event and are also displayed around the store and on front “cash wrap” counter.
- Event to be announced in bookstore newsletter, *Creekside Times* (see below) which is prominently displayed around the bookstore and the coffeehouse.

Newsletter

- Large ad on page 2 of *Creekside Times* newsletter, promotion in newsletter calendar of events section and mention of the event on front cover.
- Newsletter is mailed to over 2,500 customers.
- Newsletter is also distributed in hotels, B&B’s, restaurants and other public establishments around Skaneateles and outlying areas.
- Newsletter is prominently displayed in-store.
- Our customers rely on the *Creekside Times* to stay informed about upcoming events.
- Author features on our “Author of the Month” and event promoted on “Events Page” on www.CreeksideBooks.com.

Post Card Mailing

- Post card with invitation to event and a 10% coupon offer for the day of the event
- Post card will be mailed to a targeted group of 250-300 Creekside customers who have spent over \$300 in the store
- Post card is also distributed through Skaneateles hotels and other retail and business establishments in Skaneateles.

Advertising and Publicity Plans:Advertising

- Advertisement to run for two weeks prior to the event in two local papers distributed throughout the Syracuse Metropolitan area and surrounding towns, including Skaneateles.
- We have found that people respond quickly and in droves if we advertise “reserve your spot today” for the event. We had over 300 people at our Harry Potter party, all of whom made a reservation to attend.

Publicity

- Radio – If the author is interested, there is an opportunity to conduct a phone interview with a local radio show host prior to the event.
- Newspaper – Press release highlighting the event will be sent four weeks prior to the event to approximately twenty to thirty media contacts in the region, including Syracuse, Rochester and Ithaca newspapers.
- TV – Two weeks before the event, contact will be made with all Syracuse news stations to request coverage of the event.

Other Ideas on how to Promote the Event

- Creekside would like to donate a percentage of the proceeds from the event to the authors requested charity.
- Creekside may partner with local organizations to further promote the event within the community.

Previous Events

1st Anniversary Open House/Local Author Night

- **10 local authors attended**
- **Attendees – 200**
- **Sold -- \$2,000 in books same evening**

Robin Pulver

- **November, 2005**
- **Attendees – 50**
- **Sold -- \$1,000 in books same day**

David Kirk

- **October, 2005**
- **In conjunction with Miss Spider Tea Party**
- **Attendees – 75**
- **Sold -- \$1,000 in books same day**

Bruce Coville

- **September, 2005**
- **Attendees – 50**
- **Sold -- \$1,000 in books same day**

Ken Blanchard

- **July, 2005**
- **Attendees – 100**
- **Sold -- \$2,000 in book same day**

Harry Potter Party

- **June, 2005**
- **Attendees – 300**
- **Sold – over \$6,000 in books and related merchandise.**

Tim Green

- **April, 2005**
- **Attendees – 150**
- **Sold – Over \$2,000 in books same day**

Malachy McCourt

- **April, 2005**
- **Attendees – 150**
- **Sold – over \$2,000 in books same day.**

Tedd Arnold

- **April, 2005**
- **Attendees – 75**
- **Sold -- \$1,000 in books same day.**

Polar Express Party

- **December, 2004**
- **Attendees – 75**
- **Sold -- \$1,000 in books same day.**

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