

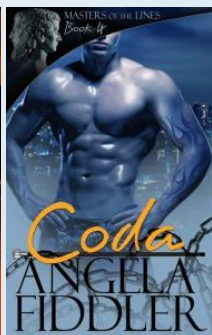
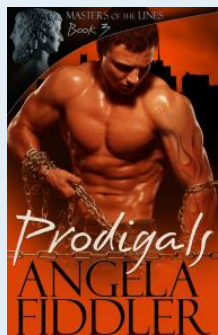
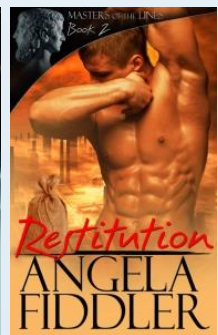
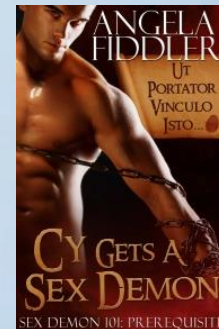
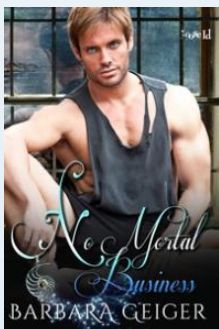
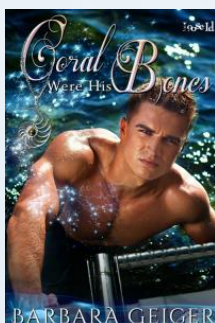
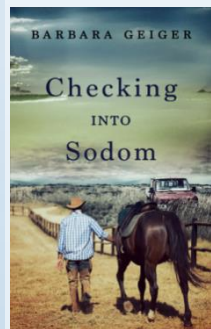
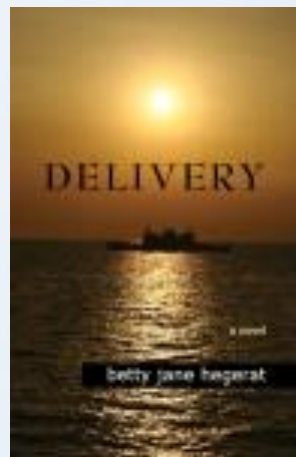
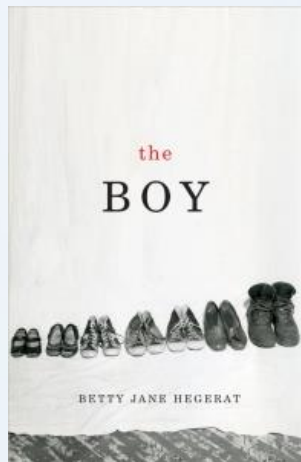


# Starving Artists Don't Write Good Sequels

How to support the arts  
and take your  
programming budget  
further than ever

Elisabeth Hegerat  
Manager: Community & Economic Advancement  
Lethbridge Public Library

# Writers I know and love





# THE WORD ON THE STREET

## LETHBRIDGE BOOK & MAGAZINE FESTIVAL












# 2016 by the numbers

- 27 authors
- 7 live bands
- 5 workshops & panels
- 58 vendors
- 4,800 attendees
- 15 C and partly cloudy
- Total author budget \$25,000
- Total festival budget (excl. staff) \$83,000
- Cash cost to library:  
\$35,000
  - Minus event planner: \$11,000



# THE WORD ON THE STREET

## LETHBRIDGE BOOK & MAGAZINE FESTIVAL

Time	 <b>Main Stage</b>	 <b>Lethbridge Herald Author Stage</b>	 Canadian Heritage Patrimoine canadien <b>Canadian Heritage Author Stage</b>	 <b>Friends Workshop and Reading Stage</b>	 <b>Scotiabank Teen Zone Stage</b>	 <b>Astro Insurance Kid's Corner Tent</b>	 <b>Book Signing In The University Bookstore Tent</b>
11:15-12:00	Blackfoot blessing, opening, Thunder Chiefs	Todd Babiak <i>Son of France</i>	Barbara Smith <i>Campfire Stories of Western Canada</i>	Songwriting Workshop with Jolene Draper	Danika Stone <i>All The Feels</i>	Blackfoot Stories with Francis First Charger	
12:00 - 12:45	See map for entertainment schedule	Michael Saad <i>All The Devils Are Here</i>	Joan Crate <i>Black Apple</i>	M tis jiggling and storytelling with Roy Pogorzelski	Robin Stevenson <i>Under Threat</i>	Linda Bailey <i>Seven Dead Pirates</i>	Todd Babiak, Barbara Smith, Danika Stone
1:00 - 1:45	See map for entertainment schedule	Tracey Lindberg <i>Birdie</i>	Jenna Butler <i>A Profession of Hope: Farming on the Edge of the Grizzly Trail</i>	Blogging panel discussion	Aaron Paquette <i>Lightfinder</i>	Jeremy Tankard <i>Hungry Bird</i>	Michael Saad, Joan Crate, Robin Stevenson, Linda Bailey
2:00 - 2:45	See map for entertainment schedule	Kate Lines <i>Crime Seen: From Patrol Cop To Profiler, My Stories From Behind the Yellow Tape</i>	Wayne Arthurson <i>The Traitors of Camp 133</i>	Podcasting panel discussion	Erin Bow <i>The Swan Riders</i>	Sigmund Brouwer, Shane Peacock, Eric Walters Seven prequel series	Tracey Lindberg, Jenna Butler, Aaron Paquette, Jeremy Tankard
3:00 - 3:45	See map for entertainment schedule	Julie Van Rosendaal <i>Out of the Orchard: Recipes for Fresh Fruit from the Sunny Okanagan</i>	David Carpenter <i>The Education of Augie Merasty</i>	Avante Garde Poetics workshop with Jay Gamble	Ryan North <i>Squirrel Girl</i>	Genevi ve Despres Picture Book Illustrator	Kate Lines, Wayne Arthurson, Erin Bow, Sigmund Brouwer, Shane Peacock, Eric Walters, Daniel Poliquin, David Skuy, Blaine Greenwood, Richard Stevenson, Amy Bright
4:00 - 4:45	See map for entertainment schedule	Daniel Poliquin <i>The Angel's Jig</i>	Blaine Greenwood & Richard Stevenson Joint Poetry Event	Bookmaking workshop with Deborah Williams	Teen writing workshop with Amy Bright	David Skuy <i>Ice Time</i> and special presentation	Julie Van Rosendaal, David Carpenter, Jay Gamble, Ryan North, Genevieve Despres

# Why to host an author

- Celebrate the arts!
- Bring in a favourite
- Introduce new voices to your community
- Make a direct connection between a book and the reader
- Make connections
- Build up a reputation





# Why to pay an author

- Because we're asking them to provide us with a service
- Because this might be their day job, and even if it's not, it's still a job
- Because we don't have much money, but neither do they
- Because if they have a speaking fee, they are usually experienced presenters, and value their time



Hazel Hutchins



Paul Myers  
@pulmyears



Awesome Craigslist answer to restaurant asking for bands to play for free. you know, for promotional value... UGH.

\*Great response from a musician about a club looking for free bands:

craigslist

vancouver, BC

van mtn bnc rds pml rch

english | français

We are a small & casual restaurant in downtown Vancouver and we are looking for solo musicians to play in our restaurant to promote their work and sell their CD. This is not a daily job, but only for special events which will eventually turn into a nightly event if we get positive response. More Jazz, Rock, & smooth type music, around the world and mixed cultural music. Are you interested to promote your work? Please reply back ASAP.

Reply:

Happy New Year! I am a musician with a big house looking for a restaurateur to promote their restaurant and come to my house to make dinner for my friends and I. This is not a daily job, but only for special events which will eventually turn into a nightly event if we get positive response. More fine dining & exotic meals and mixed Ethnic Fusion cuisine. Are you interested to promote your restaurant? Please reply back ASAP.



CULTURE

# Local artist paid with, dies from, exposure

APRIL 17, 2015 by JACOB DUARTE SPIEL



TORONTO – In the early hours of yesterday morning, local artist Sue Jolley was found dead of exposure mere days after being paid with the same.

“We’re all shocked by this, but contrary to popular belief we were paying her quite well,” said H&M Canada representative Lawrence Pike, who had hired Jolley to create a mural at their downtown location. “In her contract, she was set to receive fair compensation in the form of exposure, promotion, opportunity, free publicity, “a foot in the door”, and at least 5 real-world experiences.”

“It’s a shame that her generation is so lazy that sometimes they’d rather breathe their last under an overpass while curled in a ball for warmth instead of, you know, working hard and sticking it out.”

# From the Writers' Guild of Alberta...

“When I was running the WGA office in Calgary, I often got phone calls from schools wanting to know if I could recommend a writer to come to the school. There was no payment offered.

When I pointed out that writers needed to be paid, the school's response often was to ask why. They had had a different professional in the week before and he/she had done the visit for free.

I pointed out that that professional probably got paid whether he/she was in his/her office or at the school. The writer on the other hand, lost all possibility to earn income if they came to the school because they would not be writing or researching or thinking about a project they were working on. Therefore, it was/is important to pay a writer to come out from behind his or her desk to do something like a school/library visit.”

- Bob Stallworthy



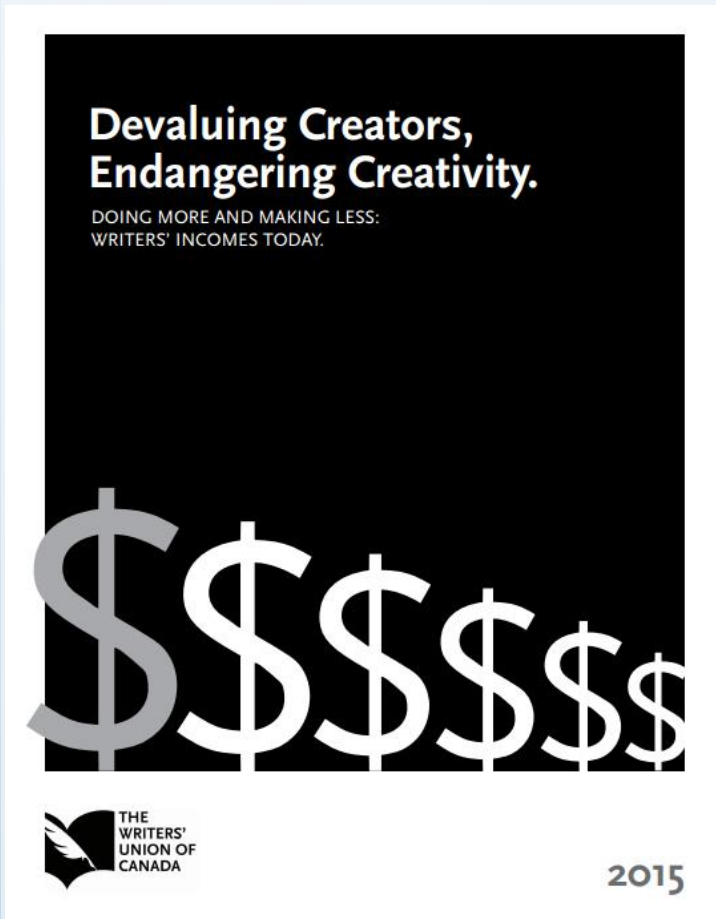
# What did they pay you?

- Chocolates, and a nice bouquet of flowers
- A bookbag
- A coffee mug
- A pen
- A \$2 Tim Horton's gift card
- An empty Tim Horton's gift card



Ryan North and fan

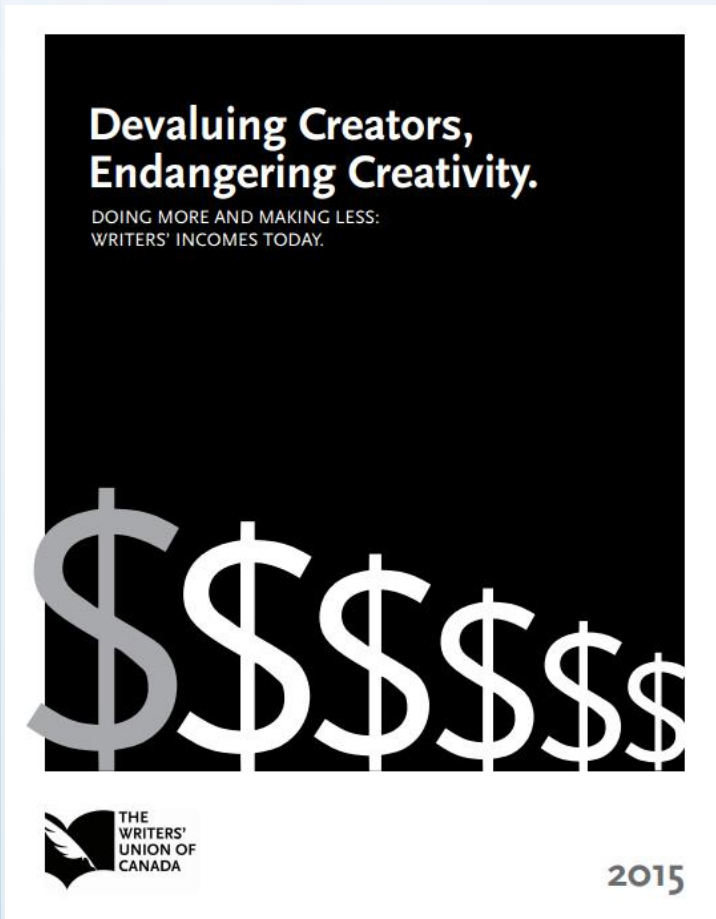
# How Much Does an Author Make?



- Today's writer does more to earn less. Taking inflation into account, writers are making 27% less than they were making in 1998 from their writing, while 45% of writers say they must do more to earn a living now.
- The work of writers fuels an almost 2 billion dollar industry, and yet more than 80% earn an income from their writing that is below the poverty line.
- Women, who represent the majority in the industry, earn 55% of the income male writers do.

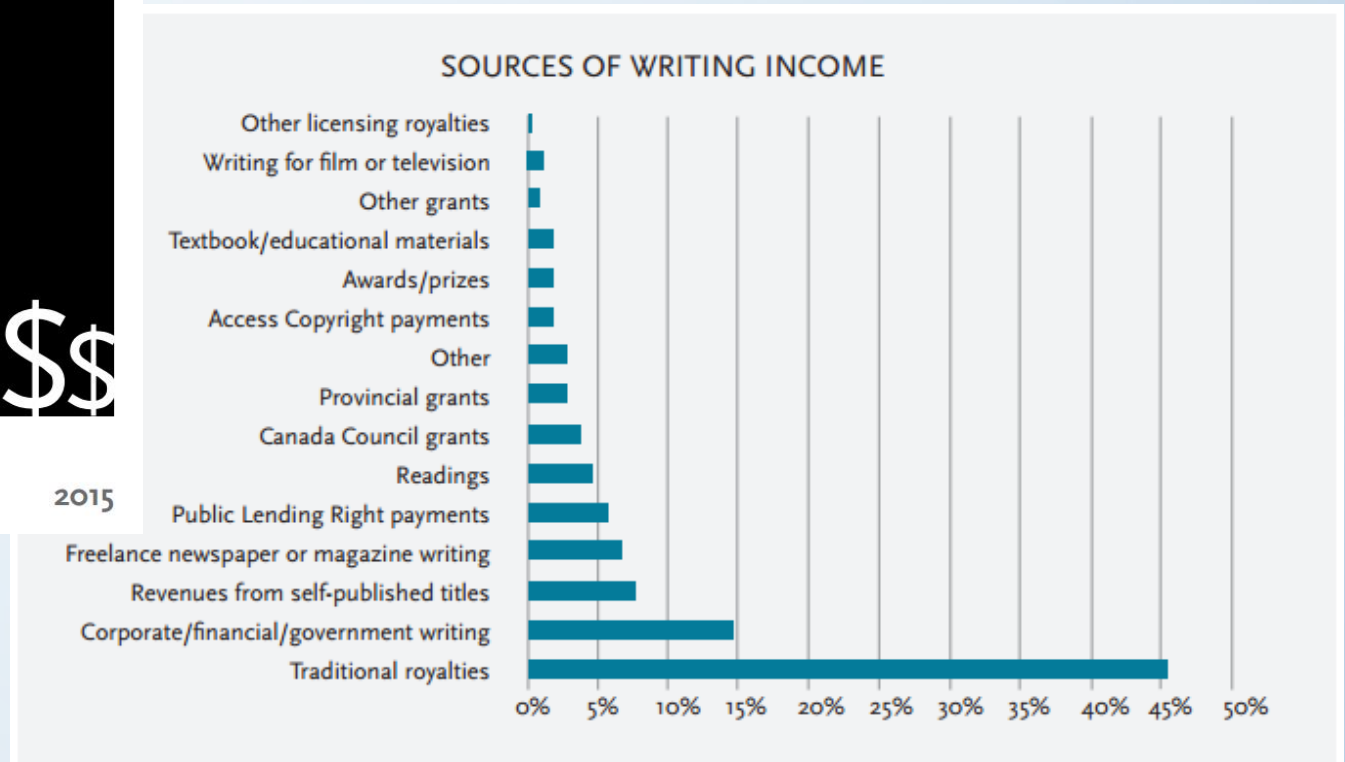
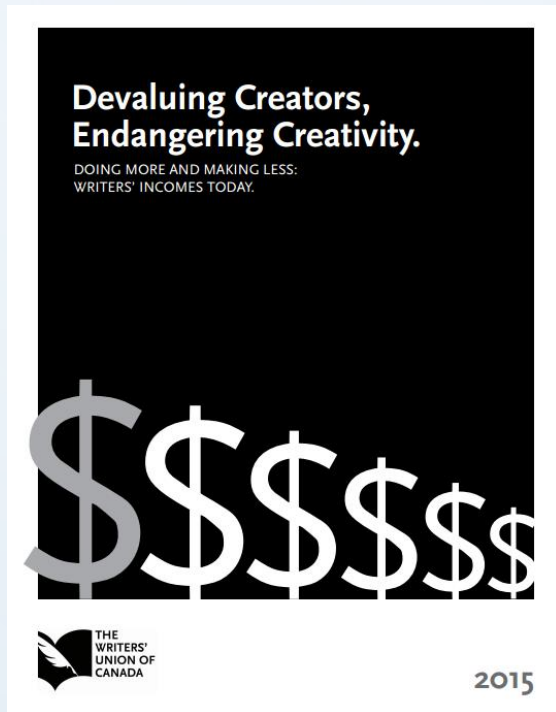


# How Much Does an Author Make?



- The median net income from writing was less than \$5,000, while the average income from writing was \$12,879.
- For 81% of respondents, their writing income falls below the poverty line.
- Writers' incomes from writing are significantly below the average Canadian income of \$49,000
- Writers' writing incomes are far behind the average salary in the information and cultural industries (\$60,011), a sector built upon the work of creators.

# How Do Authors Get Paid?





# Standard royalty rates...

- Hardback edition: 10% of the retail price on the first 5,000 copies; 12.5% for the next 5,000 copies sold, then 15% for all further copies sold.
- Paperback: 8% of retail price on the first 150,000 copies sold, then 10% thereafter.
- eBook royalties through traditional New York publishers are 25%. Some digital publishers offer royalties at or near 50%.

<https://www.alanjacobson.com/writers-toolkit/the-business-of-publishing/>

# Advances & Royalties

“Many publishers actually work out first novel advances using a rule of thumb that the advance offered is 50% of the royalty earnings expected from the first print run.”\*

A typical first-time advance is \$5,000 - \$10,000\*

In Canada, conventional knowledge says that 5,000 copies is a best-seller.

$$(5,000 \times \$24.99 \times 10\% = \$12,495)$$

\* <http://justinelarbalestier.com/blog/2005/02/05/a-few-more-words-on-first-novel-advances/>



# General Speaking Fees

- Conference keynote: \$10,000 - \$20,00
- All-day workshop: \$1,000 - \$2,000
- Local band: \$500
- Workshop presenter: \$200-\$300/2 hrs



# How much should I pay?

- Honourarium or Speaking Fee: \$250 if you can
  - “We typically offer standard Canada Council rates..”
  - “What is your standard speaking fee?”
- Travel costs if you can, ie:
  - Mileage/gas or flight
  - Per diem
  - Hotel
- And THEN a library coffee mug or book bag

# Your ally, the publisher

- Book tours: When a publisher approaches you
  - “Will there be a cost to us?”
  - A note about book launches
- Library events: when we approach them
  - “Are you in a position to be able to cover any of the travel costs?”



L to R: Rachel Hartman,  
Sandy Nichols, Harold  
Renisch



# What Publishers Want

## Sales

- Does the author need to bring stock?
- Can a local bookseller come in? Does the author want them to?
- If not, can you staff the table?

## Publicity

- Be shameless. Tell them what you're doing
- “Here's a copy of the event poster to share...”
- Can you get a book review in the paper or local magazines?

# What we can get (from the publisher)

- Stuff
  - “Can you send us any posters/bookmarks/swag for promotional giveaways?”
  - Review or giveaway copy
- Travel costs (sometimes)
- Publicity – build your reputation as a good partner
- Good will – let them know how it went

# What Authors Want

Sales, publicity, and...

Connection

- A decent audience
- A meaningful connection
- To feel as if their time and work has value



Kelley Armstrong and  
the Teen Zone crowd



# Sharing is Caring

- Is the author interested and available to do other events?
- Who else wants to talk to them?
  - Schools?
  - Post-secondaries?
  - Other groups?
- Will it add to your event? Will it scoop your event?
- Will they split air fare/mileage/gas with you?
- “I’ll leave it to you to negotiate speaking fees and any additional hotel and per diem costs directly with the author/publisher.”



Ruth Ohi

# My Favourite Local Author-Sharing Partners

Other Chinook Arch Libraries

School Districts : FNMI Coordinator,  
Curriculum development, Counselling,  
Social Studies Coalition

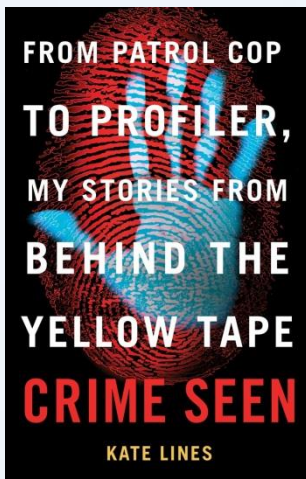
University of Lethbridge Bookstore,  
Library, Modern Languages  
department (French), Education  
department, English department

Lethbridge College Library, Early  
Childhood Program

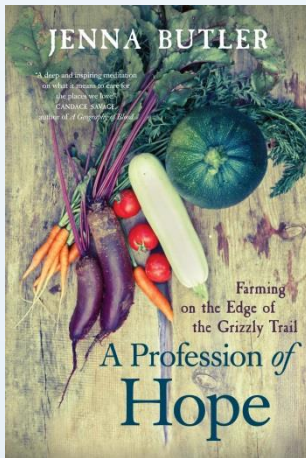


Aaron Paquette

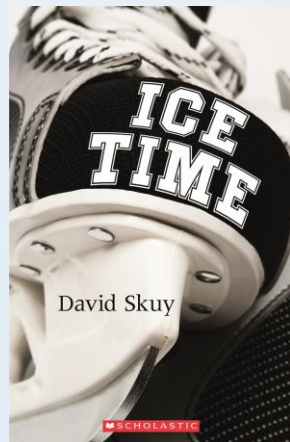
# Making Connections



= mystery and true crime lovers,  
Lethbridge College's criminal justice  
program



= Horticultural Society, local farmer's  
market and CSA vendors, research station  
staff, beekeepers' group, local  
environmental groups



= Local teachers and schools, Children's  
Literature Roundtable, Rocky Mountain  
Book Awards, Lethbridge Sport Council



# Partnering in our sandbox

- Who will partner with you for your events?
- Do they want to partner, and contribute to or cover costs?
  - Will they make arrangements to pay directly?
  - Will you invoice them afterwards?
- Can they give you anything in kind?
  - Advertising or publicity
  - Food
  - Discounts (hotel, food, travel)
  - Giveaways

# Who's in your back yard?

Lethbridge Children's Literature Roundtable

Rocky Mountain Book Award Committee

Lethbridge Sport Council

Lethbridge Pride Fest

Nikka Yuko Japanese Gardens

Southern Alberta Group for the Environment (SAGE)

Knitting a Revolution

KAPOW! Comics

# Cold Hard Cash

- Who will give you money?
- Where do you have an existing relationship?  
Where do you spend money? Personally?  
Through the library?
- Who sponsors other events in your community?
- What are their yearly deadlines? (Earlier is usually better)
- Are you applying to a national program or talking to a local office or branch?



# Cold Hard Cash

- Have a sponsorship package or handout
- Do they want to sponsor for a set amount?  
What kind of recognition will they get?
- How can they help promote the event?
- Can they also give you a discount or stuff?
- The bigger your event, the more leverage you have



## LETHBRIDGE BOOK & MAGAZINE FESTIVAL

Saturday, September 23<sup>rd</sup> | 11:00 am-5:00 pm | Lethbridge Public Library Main Branch | [www.thewordonthestreet.ca](http://www.thewordonthestreet.ca)

# 2017 Sponsorship Opportunities

## The Festival

**Celebrating Reading. Advocating Literacy** – This is the mission of the Word On The Street Festival.

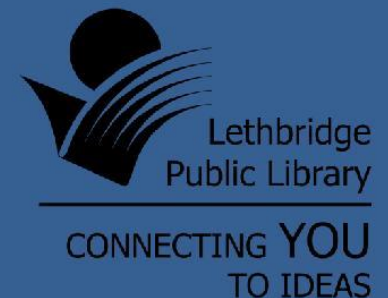
The Word On The Street, celebrated in four cities across Canada, is one of the world's largest literary celebrations. It is a celebration of words, writing, reading and literacy that features the full diversity of language; by presenting Canadian writers, poets, storytellers and musicians; by offering workshops to build interest in the craft of writing, and by surrounding it all in a fun festival atmosphere.

**Celebrate with us Saturday, September 23, at the Lethbridge Public Library Main Branch**



For more information about sponsoring The Lethbridge Word On The Street Festival, please contact:

Whitney Bullock  
WOTS Event Coordinator  
403-795-4330  
[whitney@pinktieevents.ca](mailto:whitney@pinktieevents.ca)



## FESTIVAL FRIEND

Support literacy and the art of writing by becoming a Festival Friend.

### Website

- Company name on sponsor page
- Company website link

### Meet the Authors Reception

- Invitation for two

**\$250**

## ADOPT AN AUTHOR

Help us bring an author to Word On The Street 2016 with our Adopt-An-Author program

### Website

- Company name and logo on sponsor page and by sponsored authors photo and description
- Company website link

### Meet the Authors Reception

- Invitation for four
- Signed copy of your sponsored author's book

### Promotion & Advertising

- Acknowledgment in Event Program and at Reading Venue
- A personalized certificate recognizing your sponsorship

**\$500**

## AUTHOR RECEPTION SPONSOR

Become the major sponsor of the exclusive Author Reception Saturday night, or Green Room the day of, for premium visibility throughout festival day and throughout the year.

### Website

- Company name and logo on sponsor page
- Company website link

### Meet the Authors Reception

- Invitation for four
- Prominent branding at Author Reception the night before or in Green Room on festival day

### Promotion & Advertising

- Your logo featured in the Event Program
- Your logo featured on posters, throughout the city and on promotional bookmarks
- Your logo featured on the Sponsor banner at the Festival and in the Library for one year
- Social media mentions

**\$1,000**

## PERFORMANCE STAGE SPONSOR

As a Performance Stage Sponsor, you allow us to feature a variety of regional authors and performers who together set the stage for an unforgettable series of intimate interaction and memorable readings. You will receive prominent logo signage on sponsored stage.

### Website

- Company name and logo featured on sponsor page
- Company website link
- Facebook link

### Meet the Authors Reception

- Invitation for six

### Promotion & Advertising

- Your logo featured on the cover and inside the Event Program
- Your logo featured on posters, throughout the city and on promotional bookmarks
- Your logo featured on the Sponsor banner at the Festival and in the Library for one year
- Social media mentions
- Company signage at your sponsored stage area

### Verbal Recognition

- At your sponsored stage during the Festival

**\$2,000**

## TITLE SPONSOR

With your help we can feature a full day of headlining national authors and award winning spoken word artists.

Featuring your company name and logo on promotional materials, banners and mentions throughout the Festival create a spotlight on your generosity.

### Website

- Company name and logo featured at top of sponsor page as Title Sponsor
- Company website link
- Facebook link

### Meet the Authors Reception

- Invitation for eight

### Promotion & Advertising

- Your logo featured prominently on the cover, inside Event Program and on Festival map as Title Sponsor
- Your logo featured on posters, throughout the city and on promotional bookmarks
- Your logo featured on the Sponsor banner at the Festival and in the Library for one year
- Social media mentions
- Company logo and prominent signage throughout Festival

### Verbal Recognition

- At the Main Stage during the Festival

**\$5,000**

## MAKE IT YOUR OWN

If these opportunities don't fit your budget or community development goals, let us know what does! Some suggestions are:

- A company tent for use on festival day
- Advertising
- Promotional materials
- Food and/or drink donations
- Gifts for author thank-you bags
- Sponsor a musician or festival mascot for \$150

All sponsors that "Make it their own" (of a minimum value of \$150) will be listed in our Event Program and on the website, with other recognition to be discussed.



# Things We Got For Free: Fun Stuff

- Scholastic has swag
- Orca has the best buttons
- Warner Brothers makes big promises
- Local artists who like us
  - Buttons
  - Books (don't ask a poet who's moving...)
- Things we already have: summer reading leftovers, library swag





# Things We Got For Free: Corporate Sponsors

- Refreshments for the event
  - Saskatoon and the cheese
  - Organic fruit
- Local goodies for the author
  - “They’ll do it if you call...”
- Discounted hotel rates
- Tents from the realtors



# Things We Got For Free: Books. So Many Books

- ARCs from ULS
- Audiobooks and headphones from CVS Midwest Tapes
- ARCs and more books from the publishers
- A cautionary tale...







ASK HOW MANY BOOKS  
THEY'RE SENDING YOU.



# Grants: Money for Time

- Is the application process worth the time?
- Do the deadlines fit your timeline?
- Does your event REALLY fit the grant? (How creatively persuasive are you?)
- Does your author fit the grant? (What is literary fiction/non-fiction...?)
- What does the reporting process look like?
- When will you get the money?



# Grants: Money for Time

- Granting agencies want to give away their money
- Don't be afraid to ask questions
- Pick up the phone!
- Recycling will save your sanity
- Facts of life: every budget has different categories
- Give them ALL the letters of support

# Canada Council for the Arts

- New programs as of 2017
- Arts Across Canada: Public Outreach
  - The ONLY CC grant stream for which libraries are eligible
  - **April 20 30, Jul 10 2017**
  - **November 10, 2017**
  - 3-4 months to hear back
  - Register for the new portal at least 30 days in advance
- Your project, impact, past experience, timeline, budget, audience, partners
- Multiple events require a composite grant
- Looking for the impact and value of the event in bridging link between creators and audiences



**Canada Council  
for the Arts**

**Conseil des Arts  
du Canada**

# Writers' Union of Canada

## National Public Reading Program

- Author must be a WUC member
- Each author and institution has a limited number of spots per year
- Administration fee of \$80 to apply
- Honourarium and up to \$300 for travel paid straight to the author
- Host is responsible for hotel and meals

**Deadline:** 30 days in advance of reading, apply for Sept 2017 – Mar 2018 in June 2017



# Young Alberta Book Society (YABS) & Taleblazers

- Taleblazers Festival in October
- YABS subsidizes travel and accommodation costs
- School or library pays speaking fee (set by author) and YABS membership (\$50)
- Win-an-Artist award - \$300 discount
- Wordpower – bringing Alberta literary artists to schools in rural areas





# TD Canadian Children's Book Week

- School and Public Readings programs
- Public readings: program pays \$200, host pays \$50 fee per presentation + any GST or HST on full \$250
- Application deadline is **January 15**
- Book Week 2017 runs from May 6 – 13
- Includes authors, artists, and storytellers



# Alberta Foundation for the Arts (AFA)

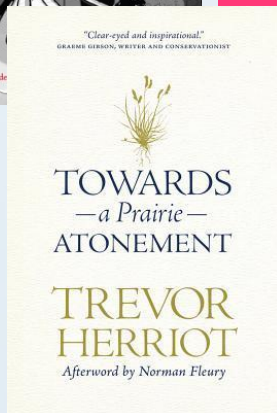
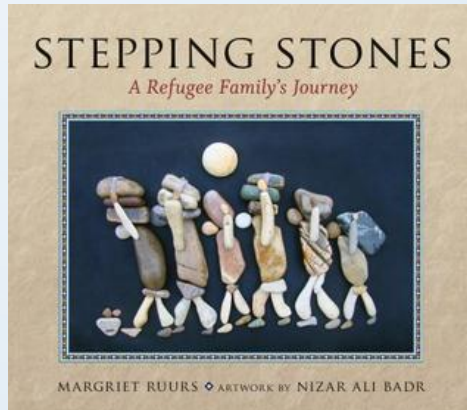
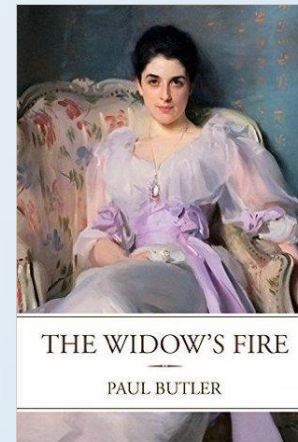
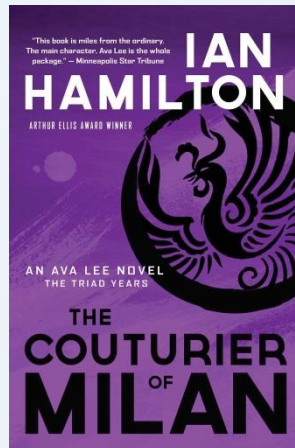
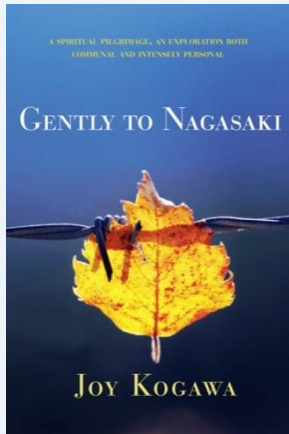
- Yearly Arts Presenting Project Funding grant
  - **November 15**
  - Sign up for the web portal at least five days before the deadline
- Reimbursed a portion of the costs paid direct to artists for the past year.
- Keep a list...
- Worst. Website interface. Ever.
- Awesomely helpful staff!



# Other Grants

- Municipal event grants (ie Heart of Our City)
- Quebec Writers Out Loud grant – **4 weeks in advance of reading date**
- Citizenship and Immigration Canada Interaction events grant – **90 business days before your event**
- Community Initiatives Program (CIP) project-based grants – **June 15, 2017, Sept 15, 2017, Jan 15, 2018**
- Access Copyright Foundation events grant – **November 1 deadline? (Not yet announced for 2017)**
- SCiP program – next application period starts **August 1, 2017**

# PS ... WOTS 2017 is coming!



## Saturday, September 24



# Questions?



[elisabeth.hegerat@lethlib.ca](mailto:elisabeth.hegerat@lethlib.ca)

403-320-4187