

WHAT SASK BOOK AWARDS PROGRAMS DO FOR AUTHORS & PUBLISHERS

- **Provides recognition** of excellence each year to *shortlisted* and *winning* authors & publishers
- **Rewards excellence with Cash** awards to *winning* authors, which often allows them to take time to write another book
- **Increases readership** and publicity through libraries with the Readers' Choice Award
- Encourages *Aboriginal* and *francophone* authors and publishers through recognition and ads
- **Expands their audience** through displays, events and publicity
- **Complimentary tickets** to attend SBA Reading Events and the Awards Gala for *shortlist*
- **Increases publicity** for *shortlisted* and *winning* authors through print publicity:
 - Several News Releases and the annual Shortlist News Conference each fall
 - Book Displays of Shortlist at many libraries & bookstores throughout the province
 - Full page ads in Regina Leader Post & Saskatoon Star Phoenix
 - Full page ads in Planet S and Prairie Dog (?) with repeated distribution/use
 - Shortlist/Gala Posters
 - Reading Event Programs
 - Spirit of Saskatchewan Youth Catalogue – in print for teachers, libraries and on website
- **Increases reading opportunities**, Sales & Signings for *shortlisted* authors at Events:
 - Regina Brunch
 - Saskatoon Brunch
 - Southern Reading Tour
 - Northern or French Reading Tour
 - Literary Salons for *Winning* Authors
- **Increased Sales:** Book Sales directly related to SBA events came to over **\$10,000** last year
- **Increases publicity opportunities for ALL authors** and their books entered to SBA:
 - Displays and Silent Auctions of their books throughout the year
 - A spot on Cable TV programs like Talk of the Town in Regina
 - Articles about titles/authors that result from the Book Awards publicity

WHAT SASKATCHEWAN BOOK AWARDS DOES FOR SPONSORS

Publicity and recognition through:

- Display of their Logos on Website, Poster, Gala Program page related to the Award
- Display of their Logos used in full page ads in Regina *Leader Post*, Saskatoon *Star Phoenix*
- Display of their Logos on Multimedia Screen at the Gala
- Print recognition in ALL SBA event programs
- Award sponsors names with the award and winning book in Congratulations ads in the Regina *Leader Post*, Saskatoon *Star Phoenix* and *Globe & Mail*
- Award sponsor names with the award winning book on Bookmarks distributed to over 300 libraries and bookstores in the province, as well as through Welcome Wagon and displays
- Public recognition and speaking opportunity at the Gala through Presentation of the Award
- Provides Complimentary Tickets for Sponsors to attend the Awards Gala
- Sponsors receive a Photograph of the Award Presentation and an autographed copy of the award winning book as well as a package of promotional material that recognizes their contributions.