



Event Proposal Form

Riverstone Books is proud to support the local literary community. We endeavor to provide quality programming for our customers. Certain kinds of events draw a larger audience and are more interesting to Riverstone's customers, including:

- **Events with more than one author**

Single author events, unless the author has strong Pittsburgh connections, draw very little audience. We may not offer to host some single-author events.

- **Events that offer more than a reading**

Authors who offer workshops, demonstrations, craft talks, or other activities are much more likely to draw an audience. Remember that people don't come out in their over-booked evenings just to hear a short reading and get a book signed. They will make time for an event that offers something to them.

Author Name: _____

Email: _____

Title of Work(s): _____

ISBN(s): _____

Publication Date: _____

List Price: _____

Genre: _____

Brief Description of Book:

Target Audience: _____

Book Availability

- Trade publisher
- Ingram
- Small publisher (Copies may be sold on consignment)
- Self-published (Copies may be sold on consignment)

Event Location

- McCandless Crossing
- Squirrel Hill
- Either

What Connections do you have to the Squirrel Hill and/or McCandless Crossing neighborhoods?

Event Proposal (book launch, reading/lecture, signing, panel, workshop, storytime, etc.)

Would you be interested in participating in a local author panel?

Yes No

Publicizing Your Event - Riverstone Books is a venue, NOT an audience. The job of getting an audience to an event is 90% the responsibility of the author.

Social Media Reach:

Twitter Handle: _____ Followers: _____
Instagram Handle: _____ Followers: _____
Facebook: _____ Followers: _____

Other Avenues for event promotion (Newsletter, local media, community engagement, etc.)

What percentage of the audience you might bring to the event have already had a chance to purchase the book? _____

Have you had events anywhere else in the area for this book within the last six months? Yes No

If yes, where and when? _____

RESPONSE TIME: We receive many inquiries each week, and book events 3-4 months in advance. Depending on when in our cycle a request arrives, a response may take 1-4 months. We will only respond if we feel your event is a good fit for our store.