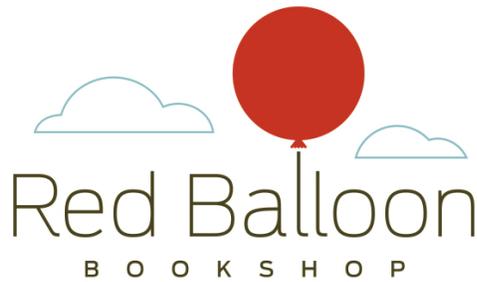


## Authors in Schools Program



Thank you for your interest in Red Balloon Bookshop's Authors in Schools Program! Visits from professional authors and illustrators can be fantastic experiences for your students. Red Balloon works hard to bring great authors to town and to make the entire process easy for the school.

When an author has a new book to promote, their publisher often asks us to arrange **school visits** as part of the book tour. In these cases, **the author's speaking fee is waived**, and Red Balloon collects books orders in advance of the presentation. **The minimum order is 30 copies of the author's new hardcover book, or a combination of that author's books equivalent to the same total \$ amount.** You can meet this minimum by encouraging students and families to purchase copies or by purchasing books for your library, classrooms or for give aways. Though the publisher's guidelines regarding presentations vary, we generally schedule large assemblies that include as many students as possible.

### What Red Balloon Does:

- Matches touring authors to schools
- Provides pre-order forms to make the book order process simple
- Sets up an online ordering page
- Offers books at a 20% discount
- Organizes books for efficient signing
- Collect and process payments and remit any required sales tax \*\*
- Invoice school if needed to meet the minimum purchase
- For schools within a 10 mile radius we will deliver books and stay for the visit to ensure the signing process runs smoothly
- If your school is outside of our 10 mile delivery area, but are willing to pick up your books (or pay an additional cost for shipping) and manage the signing yourself, we are happy to schedule an author visit at your school.

*\*\* The school is responsible for any returned checks and related fees. If the school prefers to collect payments, please let us know*

### What Your School Does:

- Get students excited and prepared
- Collect order forms and money
- Report order numbers to your Red Balloon contact 2 weeks before the visit
- Provide AV and other equipment for the presentation
- Introduce the author

Thank you for all you do to create interactive and memorable learning experiences for your students! Feel free to contact us at [authorvisits@redballoonbookshop.com](mailto:authorvisits@redballoonbookshop.com) with questions.  
Happy Reading!