



## 2016 "Love Our Local Authors (LOLA)" Program Description & Application Form

Every day, local authors contact us about their books. Unfortunately, we cannot carry every book that's been written. Our solution: the LOLA Program, in-store book festivals for self-published and small-press authors who live in the Virginia/Maryland/DC area and have never had an opportunity to sell their books at our events. This year's festivals are scheduled for **Feb. 13; July 16; Aug. 20; and Sept. 10**. Up to 40 authors will be selected to participate on a given date.

**How it works:** Each festival will run from 1:00 pm to 5:00 pm and feature up to eight panels, with a maximum of five authors per panel. The panels will correspond to the following target age groups: 0 to 6 years old; 6 to 8 years old; 8 to 12 years old; 12 years old and up. Authors of multiple books can submit only *one* title for sale at the festival, whether or not all the author's titles target the same age group.

Each author will give a 3-minute talk to festival attendees; the rest of the time, authors will be seated at tables for signing books. Hooray for Books! will provide tables, chairs, bottled water, and pens.

Hooray for Books! will sell the authors' books to attendees, and authors will receive 60% of the retail price of their books after the festival. *No consignment sales* will be made following the festival.

**Who can apply:** *only* self-published and small-press authors who live in the Virginia/Maryland/DC area and have *never* participated in any previous in-store or off-site event hosted or cosponsored by Hooray for Books!

### How to apply:

- 1. COMPLETE and SIGN** this application form, **ENCLOSE** a \$10.00 check made out to "Hooray for Books!", and **MAIL** your application and check to Hooray for Books!, 1555 King St, Suite 101, Alexandria, VA 22314 **OR**
- 2. COMPLETE and SIGN** this application form, **E-MAIL** it to [info@hooray4books.com](mailto:info@hooray4books.com) (subject line: LOLA) or **FAX** it to 703-548-4094 and **CALL** the bookstore, 703-548-4092, to pay the \$10.00 application fee by credit card.

**NOTE: The \$10.00 application fee is nonrefundable.**

**What happens next:** We will notify you by e-mail and/or phone between 10 and 30 days prior to the festival date for which you've been selected. At that time, you will be told your panel and presentation time. Please use your social media to tell all your friends and relatives about the event. Hooray for Books! will promote the festival through print and social media as well.

**On the day of the festival:** Bring your books to the store no later than 12:30 pm. If you choose, you may also bring small promotional materials (i.e., bookmarks, postcards, and business cards). **Please do not** bring banners, large displays, or food/drink to give away. Please pack up and take away your remaining books and promotional materials by 5:45 pm. Items left in the bookstore at the end of the day will be donated to a local literacy organization.

If you cannot be at the festival as scheduled, please call 703-548-4092 or e-mail [info@hooray4books.com](mailto:info@hooray4books.com) as soon as possible, so that we can try to reschedule you for another upcoming LOLA event.

APPLICANT INFORMATION				
Author Name		Phone		E-mail Address
Street Address				Apartment #
City		State		ZIP
BOOK INFORMATION				
Title		ISBN (13 DIGITS)		Retail Price \$
Target Age:	0-6 years old <input type="checkbox"/>	6-8 years old <input type="checkbox"/>	8-12 years old <input type="checkbox"/>	Age 12+ <input type="checkbox"/>
Date Available (Select up to 4 dates):	February 13th <input type="checkbox"/>	July 16 <sup>th</sup> <input type="checkbox"/>	August 20 <sup>th</sup> <input type="checkbox"/>	September 10 <input type="checkbox"/>
Applicant's Signature:				Date: