

# CANADIAN INDEPENDENT BOOKSTORE DAY 2022

INFO GUIDE FOR PUBLISHERS & PARTNERS

## **It's official: readers love celebrating Canadian indies!**

CIBA was thrilled with the response to our Canadian Independent Bookstore Day (CIBD) activities in 2021.

This guide outlines some ways in which publishers and industry partners can get involved in the 2022 celebrations. We can't wait to work with you!

# WELCOME TO CIBD 2022!

CIBD 2021 celebrations were embraced and appreciated by indie bookstores and readers across Canada. Here are some highlights:

- 100+ bookstores who registered and/or joined the celebration
- 8.1% sales increase over previous week – *almost 3x better than the rest of the market!*
- 1,800 cross-country entries to our Contest for Book Lovers
- 60+ media hits with 24,789,200 in approximate reach
- 525,000+ people reached via social media content and advertising

After consulting with industry stakeholders, we've put together a campaign plan for CIBD 2022 that includes several opportunities for publishers and partners to recognize indie booksellers and encourage all Canadians to shop local.

Activities in this guide require lead time, but there will be other ways to promote CIBD 2022 closer to the big day including an initiative to engage authors. More info in January!

The CIBA team is excited to work with you. We are ready to discuss your ideas and brainstorm about CIBD 2022 initiatives that best suit your business goals.

# CONTEST SPONSORSHIP

In 2022, CIBA will again run a Contest for Book Lovers to incentivize sales from indie bookstores.

Contest sponsorship is a great way to show your support for indies while receiving unique brand recognition. By providing three main contest prizes – all gift cards to indie bookstores – we will increase recognition for our sponsors and streamline communications for more impact.

~~1st Prize Sponsorship Fee: \$2,000~~ **SOLD!**

~~2nd Prize Sponsorship Fee: \$1,000~~ **SOLD!**

~~3rd Prize Sponsorship Fee: \$500~~ **SOLD!**

- Each sponsorship fee covers:
  - Gift cards to indie bookstores selected by winners (\$1,000, \$500, \$250)
  - Contest advertising on social media channels (Facebook and Instagram)
  - A small portion of contest administration costs
- Sponsors will be recognized according to value on our website, in our communications (incl. social media), and in relevant promotional assets
- Any one book purchased from an indie on April 30 = one entry
- Books by Canadian authors or illustrators will be worth double the entry
- CIBA will manage administration of the contest
- CIBA will create promotional materials for the contest

# CAMPAIGN SPONSORSHIP

CIBA is excited to welcome general campaign sponsors to our plans for CIBD 2022!

In addition to our Contest for Book Lovers, we will provide custom illustration by a Canadian illustrator, branded digital assets that bookseller members can utilize, a robust social and traditional media strategy, and targeted advertising that aims to drive customers to bookstores.

We are accepting general sponsorship from publishers and partners who are interested in supporting the celebration but who may not be in a position to create campaign swag or product exclusives (or those who want to do both!).

## THE FINE PRINT

- Minimum donation of \$200 to campaign
- Donations are not tax-deductible
- Campaign sponsors will receive logo recognition in order of contribution amount:
  - on the CIBD web page
  - in relevant social media posts and advertisements
  - in our official launch email to booksellers

**Please reach out to Kayla Calder if you would like to sponsor the campaign.**

# SWAG & GIVEAWAYS

CIBA will curate a selection of desirable, high-quality swag items for independent bookstores and their customers in celebration of CIBD 2022. We are looking for partners who will oversee the design, printing, and distribution of these items.

## IDEAS & EXAMPLES

- CIBD-branded notebooks or postcards
- Mini-books – *e.g., a beloved short story or long poem reprinted as a booklet*
- Buttons, stickers, stationery, and treats – *e.g., chocolate bars with CIBD-branded wrappers*

## BEST PRACTICES

- Aim for playful and “shareable” on social media
- Items should be useful in some way (more environmentally friendly)

## THE FINE PRINT

- Minimum 3,000 pieces distributed evenly between stores that have opted in to relevant items
- Publishers/partners will provide CIBA with promo materials
- Publishers/partners are responsible for design, printing, and distribution
- CIBA will collect opt-ins by February 28 and provide bookstore information to publishers/partners
- Publishers/partners will ensure delivery in store by April 13

**Please reach out to Kayla Calder as soon as possible to discuss your ideas.**

# PRODUCT EXCLUSIVES

For CIBD 2022, we encourage publishers and partners to create and sell exclusive, word-based items and books that will help drive readers to indie bookstores on April 30. This is an excellent way to support the celebration while promoting special products.

## IDEAS & EXAMPLES

- Special editions with new cover art, additional chapters, or author messages about the importance of indie bookstores
- An exclusive new dust jacket for anticipated frontlist or popular backlist titles
- Collectibles like curated boxsets or bundles based on beloved kids' series
- Reimagined works like cookbooks reprinted into recipe cards or famous cover art recreated as prints and signed by the author
- Themed sidelines like puzzles, stationery, and enamel pins
- Signed books by big name authors
- *Whatever else might excite readers... don't be afraid to get creative!*

## BEST PRACTICES

- Price points: \$5 to \$30 – *should be reflective of standard pricing for similar items*
- Items should be up to the standard product quality of individual publishers/partners
- If authors are well-known and have a strong social media presence, associated exclusives are likely to perform better!

# PRODUCT EXCLUSIVES

## THE FINE PRINT

- On-sale date for all exclusives will be April 30, 2022 – *no pre-orders*
- Products will be available exclusively at Canadian independent bookstores until May 31, 2022 – *publishers/partners may choose to make the products available to other retailers thereafter*
- Publishers/partners will determine:
  - Suggested retail price and retailer discounts
  - Returnable vs. non-returnable
  - Order minimums per bookstore (if any)
  - Total order minimums required for production (if any)
- Publishers/partners will provide CIBA with promo materials by December 1 for inclusion in our bookseller communications – *e.g., description, images, sales terms*
- CIBA will provide the list of all available product exclusives to booksellers
- Booksellers will order exclusives directly through their sales reps
- Publishers/partners will ensure delivery in-store by April 13

**Please reach out to Kayla Calder as soon as possible to discuss your ideas.**

# PUBLISHER SPECIALS

As in 2021, CIBA will collect and disseminate information about special offers from publishers to independent booksellers. These specials may include discounts, shared markdowns, free shipping, etc.

For examples and inspiration, see the specials that were available for CIBD 2021 [here](#). Ideally, the special will only be available to indie bookstores in celebration of CIBD 2022, but we may also promote specials that are simply happening at the same time. We cannot guarantee that booksellers will participate in these specials.

If you would like to promote a special, please create a **one-page document** containing:

- Details of the special – *what it entails, percentage of discount, relevant titles or restrictions, etc.*
- Redemption details – *including deadlines, relevant codes, etc.*
- Contact info for booksellers who have questions
- Publisher/company logo

This one-page document should be sent to [Kayla Calder](#) as soon as possible.



## KEY DATES

Key dates related to the activities in this guide can be found below. We would love to connect with you as soon as possible to formalize your ideas.

February 1	Swag opt-ins and orders open for booksellers
February 28	Deadline for booksellers to opt-in for swag
April 13	Deadline for all products to arrive in-store
<b>April 30</b>	<b>Canadian Independent Bookstore Day!</b>
May 31	Exclusives can be made available to other retailers

If you have any questions about the information in this guide or wish to discuss CIBD 2022, please don't hesitate to reach out to us. We can't wait to celebrate indies with you!

**Kayla Calder**

**[kayla.calder@cibabooks.ca](mailto:kayla.calder@cibabooks.ca)**

**+1-416-605-9193**