

**MANITOBA WRITERS' GUILD
BOOK LAUNCH APPLICATION FORM**

Congratulations on your publication. The Manitoba Writers' Guild is delighted to help you launch your book.

To be considered for one of the fall 2024 launches, please fill out this application **on the Manitoba Writers' Guild website before July 31, 2024**. Applications received after that date will be waitlisted for any cancellations and then considered for the Spring 2025 series of book launches.

1. Contact information:
 - a. Name
 - b. Address
 - c. Phone number(s)
 - d. Email address

2. Information about your book:
 - a. Title
 - b. Publisher
 - c. ISBN
 - d. Brief (200-350 words) description of your book.
 - e. Purchase price of book
 - f. What form(s) of payment will you accept at the launch? Cash? Cheque? eTransfer? (we have no credit card facility at Artspace but if you have your own Square account, you can use that)

3. Brief (200-350 words) author bio (how long have you been writing? What genre do you prefer to write/read? Do you have other publications?) Include anything else you would like us to know. We will be drawing upon this information when we create your promotional materials.

4. Has this book been launched at any previous venue? If yes, where?

5. Please provide the following promotional materials:
 - a. Number of copies available for sale at the launch
 - b. Where else can readers purchase it?
 - c. Are you promoting your book on social media (Facebook/META, Twitter, Instagram, website, etc.)? If you have a website, please provide us with the address.
 - d. We will be promoting the launch to our members, our affiliates and partners, and our donors, hoping several will attend. How many of your friends, family, and acquaintances do you think will attend the launch? Will you be doing any

promotion through your own social media? If yes, please include links to your social media so that we can share your promotions as well.

- e. Our promotional materials are sent to several hundred addresses. We are mindful that the diverse life experiences and cultural shaping of those who view our promotional materials will influence their responses to your work. Subjects such as sexual assault, extreme violence, torture of any kind, gender/racial/cultural/ sexual orientation, abuse, suicide, genocide, hate speech, ageism, and inhospitable language can trigger distress. Please let us know if your book contains any of these potential triggers so that we can prepare an appropriate statement when we distribute your promotional materials. That will alert people in advance so they can decide whether your work might be distressful to them. We want to attract as many people as possible to your launch, but we don't want to attract anyone who might be taken by surprise by an unexpected trigger.
6. Hospitality:
- a. Do you wish to serve refreshments at your launch?
 - b. If you answered YES, you can find further information about refreshments in the material below.
7. Attachments:
- a. A photo of the front and back cover of your book.
 - b. A photo of you.

BEFORE SUBMITTING YOUR APPLICATION, PLEASE READ THE FOLLOWING

Responsibilities of the Author:

1. If your application is successful, please plan to arrive at the BoardRoom (4th Floor Artspace, 100 Arthur Street) 45 minutes prior to the start of your launch (time and date to be negotiated). The Guild will have a host waiting to welcome you and help you set up.
2. Bring your books, a signing pen and a spare pen, and a financial method for selling your books and keeping track of sales. You might want to bring a friend or family member to help with cash transactions when you are signing and selling your books so that you can keep your focus on your customers. Bring a 'float' so that you can easily make change.
3. If you would like the Guild host to introduce you, please bring a written introduction that the host can use. If you have somebody else you would like to introduce you, please let us know in advance.
4. If you are providing refreshments, please bring everything you will need: food, drinks, glasses, serviettes, cutlery if needed, paper plates if needed, beverage glasses if needed. Please bring your own tablecloth if you would like one on the table to complement your refreshments. Again, you might like to ask a friend or family member to preside over the food and drink table.

5. While the Guild's intention is to provide this new book launch service as a benefit of membership, there are inevitable costs. **We therefore request a modest donation to the Guild of \$25 for your book launch. If you decide to launch two books at the same launch, the cost will be \$25 per book.** You will pay this when you submit your application on the Guild's website

If you have any questions prior to submitting your application, please email them to MWGbooklaunch@gmail.com with BOOK LAUNCH INQUIRIES in the subject line. When your application is complete, submit it on the Guild's website.