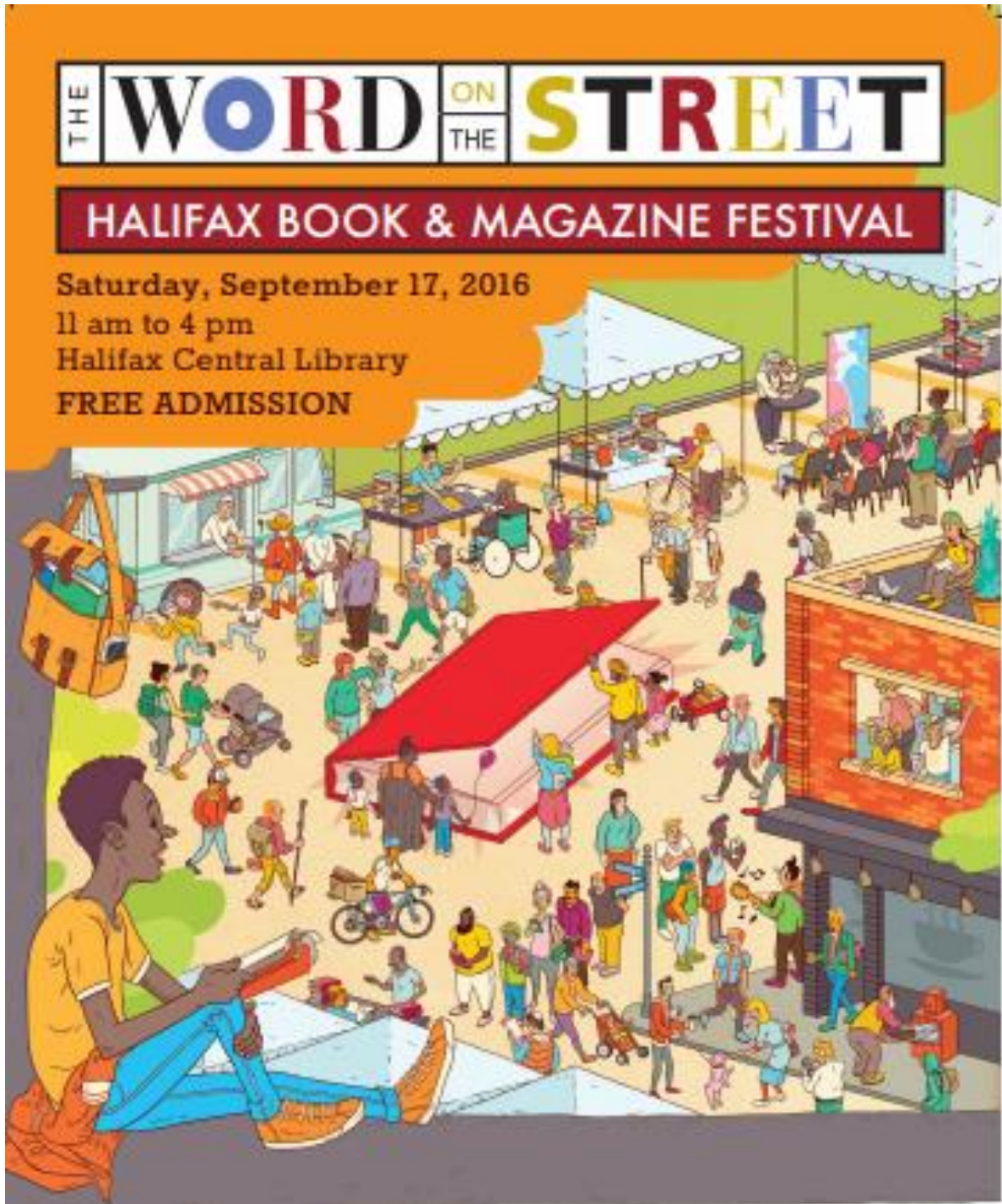


THE WORD ON THE STREET

1480 Carlton Street | Halifax | Nova Scotia | B3H 3B7 | halifax@thewordonthestreet.ca



Who we are

The Word on the Street is widely acknowledged as Canada’s—and one of the world’s—largest one-day book and magazine festival.



The Word on the Street is the kick-off to the fall book season for Canadian book lovers. Now in its 22nd year, the Halifax festival draws more than 8,000 people for a one day event in September to discover the best in Canadian literature.



The festival features a marketplace of over 30 literary and literacy organizations offering an unparalleled selection of books and magazines. With more than 40 readings, panels, workshops, and other entertainments, the festival is truly a celebration of the written word.

For more than 21 years, The Word on the Street has been a vehicle to promote Canadian authors, books, magazines and literacy. With roots as a small community event The Word on the Street has grown to be a nationwide celebration of literature with events held in Halifax, Toronto, Kitchener, Saskatoon and Lethbridge. Over 3,000 Canadian authors, presenters, and performers have entertained festival attendees and reached new audiences through their involvement with The Word on the Street over the years.

While we have come a long way, we have so much more to contribute to the book industry and Canadian communities. We look to our partners to help us achieve new opportunities for Canadian authors and booksellers, in innovative and exciting ways.

Join us in 2016, as we return to the Halifax Central Library – where exciting new possibilities for programming, authors, and the future growth of The Word on the Street Halifax exist.

What we do

The Word on the Street is a non-profit organizations that connects Nova Scotians, and Atlantic Canadians with Canada’s dynamic writing and publishing communities while promoting awareness of Canadian writing, publishing, illustrating, and literacy.

Programming

45 +

HOURS OF FREE AND ACCESSIBLE READINGS, PRESENTATIONS, PANEL DISCUSSIONS, ACTIVITIES, INTERVIEWS, SIGNINGS AND WORKSHOPS

9+

PROGRAMMING VENUES

40+

AUTHORS

Literacy Initiatives

8 +

LITERACY ORGANIZATIONS RECEIVE FREE EXHIBIT SPACE AND

PROGRAMMING **SPACE TO:**

EDUCATE PROMOTE PROGRAMS ATTRACT TUTORS AND VOLUNTEERS, AND RAISE FUNDS

MEDIA AND MARKETING SUPPORT FOR LITERACY ORGANIZATIONS

Marketplace

NOVA SCOTIA’S LARGEST OUTDOOR BOOKSTORE



OUR AUDIENCE



80%
ARE FROM
HALIFAX
REGIONAL
MUNICIPALITY

20%
ARE FROM
OUTSIDE OF
HALIFAX

1043
FACEBOOK
FOLLOWERS

1957
TWITTER
FOLLOWERS

INDIVIDUALS
FAMILIES
UNIVERSITY
STUDENTS
TOURISTS

THOSE ON FIXED
INCOME
EDUCATED

10%
ARE BETWEEN
19-34

65%
OF AUDIENCE IS
35 YRS OR
OLDER

25%
OF AUDIENCE IS
UNDER 18 YRS

85%
ARE SELF-
DEFINED AVID
READERS
.....

88%
DESCRIBE THE
FESTIVAL AS
A KEY
CULTURAL
EVENT

OUR VALUES

1.

WE CELEBRATE THE
CONTRIBUTIONS
OF CANADIANS
WRITING AND
CANADIAN
AUTHORS TO THE
CULTURAL
HISTORY OF OUR
COMMUNITY AND
OUR COUNTRY

2.

WE STRIVE
TOWARDS
ACCESSIBILITY,
FAIRNESS,
INCLUSIVENESS
AND RESPECT FOR
HUMAN RIGHTS,
RECOGNIZING THE
DIVERSITY OF
PEOPLE LIVING IN
OUR COMMUNITY

3.

WE VALUE THOSE
COLLABORATIONS
THAT HELP US
CONNECT AND
ENGAGE THE
PUBLIC AS WELL AS
FOSTER THE LOVE
OF READING

4.

WE VALUE THE
CREATIVE
PROCESS,
SUPPORTING AND
ENCOURAGING
INNOVATIVE
THINKING AND
EMERGING
AUTHORS

5.

WE BELIEVE THAT
READING,
WRITING AND
LITERACY ARE
ESSENTIAL AND
THAT THEY
SHOULD BE
CELEBRATED

6.

WE AIM TO BE AN
ENVIRONMENTALLY
RESPONSIBLE
ORGANIZATION
WHILE OPERATIVE
IN A HEALTHY
AND SAFE
MANNER

7.

WE OPERATE IN A
TRANSPARENT
MANNER WITH
OUR
STAKEHOLDERS

PUBLISHERS

The Word on the Street has the support of the Canadian Book industry.



The Word on the Street partners with the country’s top book publishers to make the annual festival a success and an essential cultural event in the Maritimes. Publishers endorse The Word on the Street as exhibitors and panel participants. Our book industry partners also provide the festival with dynamic high-profile authors to fill over 8+ program venues with readings, panel discussions, author signings, and more.

The access to prominent Canadian authors, and the opportunity to see the newest publications of the best publishing houses in the country is what draws the thousands of book lovers to The Word on the Street each year. Our publishing partners have helped the festival evolve, expand, and find eager audiences year after year.

The Word on the Street Halifax partners with:

20

3

4

Book Publishers

Magazine Publishers

Book & Magazine Stores

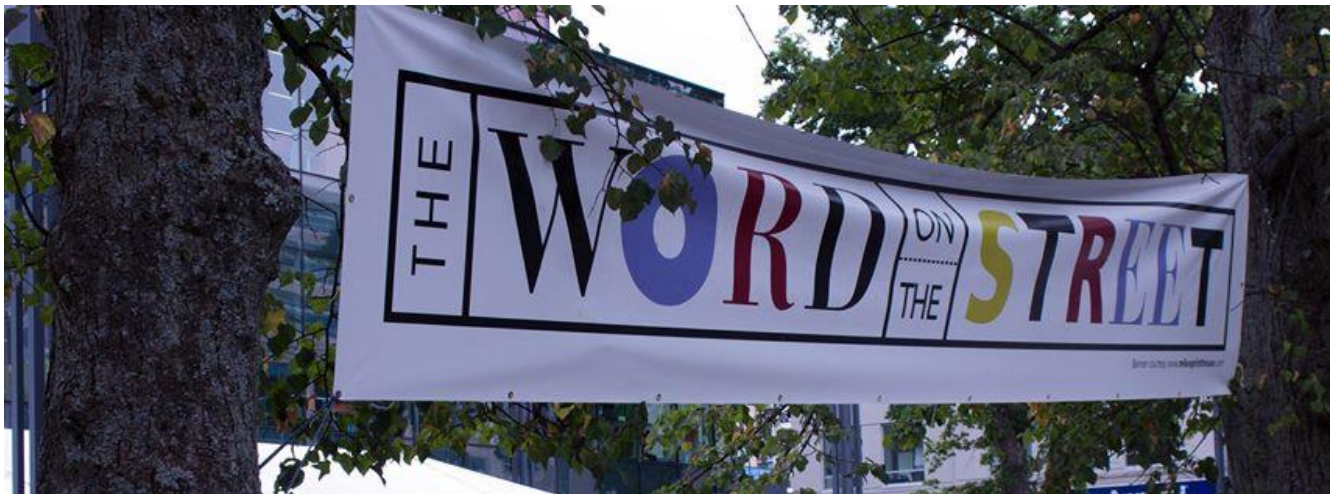
Participating Publishers Include:



The Word on the Street works with all the most prominent Canadian publishing houses – both scrappy independents

PARTNERING WITH US

There are many opportunities to market and align your brand with The Word on the Street Halifax. Supporting The Word on the Street will position your company as a strong community partner committed to promoting Canadian literature and literacy for children and adults.



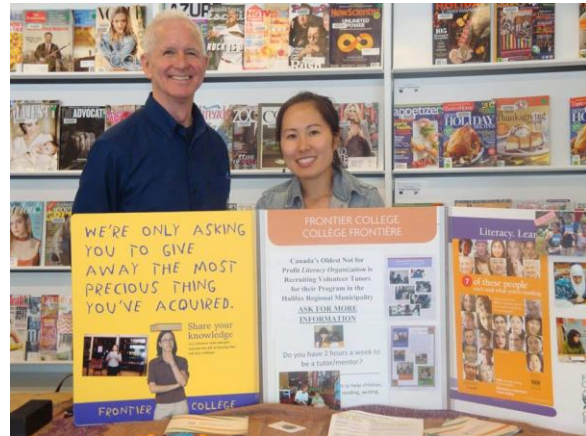
FESTIVAL PARTNERSHIPS START AT \$250.00

Through partnership with The Word on the Street our partners interact directly with over 8,000 avid readers. Our partners receive significant exposure through the festival and enjoy a comprehensive range of partner benefits. After 21 festivals, The Word on the Street remains a fantastic place to shine a spotlight on your brand.

UNIQUE BENEFITS INCLUDE:

1. **Sponsor a festival venue with naming rights to establish high brand visibility.**
2. **Create your own space at the festival providing consumer engagement or programming activities.**
3. **Sponsor a tailored programming segment aligned with your marketing objectives, as part of our existing festival venues.**
4. **Program a series of special events in partnership with our team to reach you target market on festival day or during the year.**
5. **Sample your product to our festival attendees.**
6. **Advertise in the festival program.**
7. Adopt and Author
8. Friend of the Festival

**NEW FESTIVAL
PARTNERSHIP
Literacy Lane
Presenting Partner
\$2,500.00**



At The Word on the Street we believe you need to have a basic level of literacy before you can have a flourishing Canadian Literary Community. In 2016, the festival has developed a new opportunity that demonstrates your company's commitment to literacy.

The Word on the Street Halifax provides 10 literacy organizations with free exhibit space as part of Literacy Lane with an aim at offering joint marketing opportunities to help build the organizations' visibility in the community. While literacy is a right for everyone, many struggle throughout life without basic reading, writing, speaking, listening, and numeracy skills. This journey does not have to be undertaken alone. There are countless organizations around the province to aid Nova Scotians in their pursuit of a literate life.

In order to best serve these organizations we can facilitate new opportunities for the communities that they serve to be inspired by literature, the written and spoken word. By connecting outside groups with the festival and by enhancing the activities available, we believe we can inspire a love of books and encourage literacy within Nova Scotia.

Literacy Lane will feature interactive writing activities. Collaborators in past years have included: First Book Canada, Frontier College, The Dartmouth Learning Network, and Ross Creek Centre for the Arts.

Consider sponsoring this initiative and help us provide enhancements to the festival that will build bonds between literacy organizations and their community.

THE WORD ON THE STREET

Friend of the Festival Sponsor \$250.00	Adopt and Author Sponsor \$500.00	Green Room Sponsor \$1,000	Welcome Reception Sponsor \$1,500	Performance Stage Sponsor \$2,000	Mainstage Sponsor \$5,000
Support literacy and the art of writing by becoming a Festival Friend.	Help us bring an author to The Word on the Street 2016 with our Adopt-an-Author Program	Become the major sponsor of the Green Room Day of the Festival for premium visibility	Become the major sponsor of the Author Welcome Reception on Friday night	As a Performance Stage Sponsor, you allow us to feature a variety of regional authors and performers who together set the stage for an unforgettable series of memorable readings.	The Main Stage is the epicentre of the Festival and with your help we can feature a full day of headlining national authors and award winning spoken word artists.
<p align="center">Website *****</p> <p>Company name and website link on sponsor page</p>	<p align="center">Website *****</p> <p>Company name, logo and website link on sponsor page and by sponsored authors photo and description.</p>	<p align="center">Website *****</p> <p>Company name, logo and website link on sponsor page</p>	<p align="center">Website *****</p> <p>Company name, logo and website link on sponsor page Facebook Link Recognition at event</p>	<p align="center">Website *****</p> <p>Company name, logo and website link on sponsor page Facebook Link</p>	<p align="center">Website *****</p> <p>Company name, logo and website link on sponsor page Facebook Link</p>
<p align="center">Meet The Authors Reception *****</p> <p>Invitation for 2</p>	<p align="center">Meet The Authors Reception *****</p> <p>Invitation for 4</p> <p>Signed copy of your Author's book</p> <p align="center">Promotion & Advertising *****</p> <p>Acknowledgement in event program and at Reading Venue</p>	<p align="center">Meet The Authors Reception *****</p> <p>Invitation for 4</p> <p>Branding at Author Welcome Reception</p> <p align="center">Promotion & Advertising *****</p> <p>Promotion & Advertising -Your logo featured in the Event Program</p> <p>Your logo featured on posters, throughout the city</p> <p>Your logo featured on the Sponsor banner at the Festival</p> <p>Social media mentions</p>	<p align="center">Meet The Authors Reception *****</p> <p>Invitation for 4</p> <p align="center">Promotion & Advertising *****</p> <p>Your logo featured in the Event Program</p> <p>Your logo featured on posters, throughout the city</p> <p>Your logo featured on the Sponsor banner</p> <p>Social media mentions</p>	<p align="center">Meet The Authors Reception *****</p> <p>Invitation for 6</p> <p align="center">Promotion & Advertising *****</p> <p>Your logo featured on back cover of Event Program</p> <p>Your logo featured on posters, throughout the city</p> <p>Your logo featured on the Sponsor banner at the</p> <p>Social media mentions</p> <p>Company signage at stage area</p>	<p align="center">Meet The Authors Reception *****</p> <p>Invitation for 8</p> <p align="center">Promotion & Advertising *****</p> <p>Your logo featured on back cover of Event Program</p> <p>Your logo featured on posters, throughout the city</p> <p>Your logo featured on the Sponsor banner</p> <p>Social media mentions</p> <p>Company logo at Main Stage area</p>



CBC NATIONAL SPONSORSHIP OPPORTUNITY \$10,000.00

OVERVIEW OF THE WORD ON THE STREET FESTIVAL

Every September 240,000 book lovers of all ages in four cities flock to The Word On The Street, now in its 27th year. On streets and in parks in Toronto, Halifax, Saskatoon and Lethbridge, the festivals are packed with stages and tents with activities for all ages. Marketplaces in each city feature a wide range of exhibitors promoting books and magazines, media and movies, library events, literacy and literary organizations. Although The Word on the Street festivals share a similar format, local themes are reflected and each city’s festival is distinct. The 2016 festival dates are:

Saturday, September 17	11:00am to 4:00pm	Halifax Central Library
Sunday, September 18	10:30am to 5:00pm	Downtown Saskatoon Civic Square
Saturday, September 24	11:00am to 5:00pm	Lethbridge Public Library Main Branch
Sunday, September 25	11:00am to 6:00pm	Harbourfront Centre, Toronto

NATIONAL SPONSORSHIP

The Word on the Street Canada is proposing to CBC a **\$10,000** national sponsorship. The Word on the Street Canada will provide CBC with a range of audience engagement and exposure opportunities that are valued at more than \$23,000.

SITES IN HIGH TRAFFIC LOCATIONS

- 10’ x 20’ or 10 x 10 footprint in a prominent area at the festivals in Toronto, Halifax, Saskatoon and Lethbridge
- Allocated space near family-oriented area of the festivals (e.g., Kids Street)
- Electrical power for the space is not included. Should power be required, The Word On The Street Canada will invoice CBC for the actual costs (estimate total \$300)
- NOTE ON BOOTH STAFFING: CBC is expected to provide staff for the Toronto and Halifax activation sites. If CBC is unable to provide staff for the Saskatoon and Lethbridge sites, those festival managers could arrange for experienced volunteers to staff the booth (CBC to provide sufficient notice of 2-3 weeks)

IMPACT: Total 240,000 visitors in Toronto, Halifax, Saskatoon and Lethbridge

VALUE: Total \$7,000 for prime activation space in Toronto, Halifax, Saskatoon and Lethbridge

FULL PAGE PROGRAM AD

- Full page, full colour ad in Festival Program in Toronto, Halifax, Saskatoon and Lethbridge
- IMPACT: Total 35,000 programs in Toronto, Halifax, Saskatoon and Lethbridge
 VALUE: Total \$2,500 for ads in Toronto, Halifax, Saskatoon and Lethbridge

PRODUCT/PROMOTION MATERIAL DISTRIBUTION

- Opportunity to distribute CBC products on-site from its activation space,
- IMPACT: Total 240,000 visitors in Toronto, Halifax, Saskatoon and Lethbridge

LOGO ON POSTERS & OTHER PROMOTIONAL MATERIALS

- Logo on posters, bookmarks and brochures in Toronto, Halifax, Saskatoon and Lethbridge

IMPACT: Total 75,000 impressions with 5000 posters and 70,000 bookmarks/handbills in Toronto, Halifax, Saskatoon and Lethbridge (distribution through schools, libraries, retailers, cultural centres, tourist organizations, restaurants, community groups, etc.)

VALUE: \$13,000 Total cost of posters, bookmarks/handbills and programs printed in Toronto, Halifax, Saskatoon and Lethbridge

WEBSITE

- Information about CBC activation on The Word On The Street's website

IMPACT: Total 155,000 visits in September 2015 to websites for Toronto, Halifax, Saskatoon and Lethbridge

LISTINGS

- Listings in exhibitors area and/or festival map and/or sponsor signs in Halifax, Saskatoon and Lethbridge
- Listing in Toronto Star Festival Guide (insert in 600,000 copies of *Toronto Star*)
- Listing showing location on 4 large (8'x8') full colour site maps located at festival information booths in Toronto

IMPACT: Total 240,000 visitors in Toronto, Halifax, Saskatoon and Lethbridge

SOCIAL MEDIA

- Promotion for the CBC promotional booth throughout social media channels for Toronto, Halifax, Saskatoon and Lethbridge

IMPACT: Total 5000 Facebook friends and Twitter followers for Toronto, Halifax, Saskatoon and Lethbridge

Word on the Street Halifax Contact

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