



AUTHOR AFFILIATE PROGRAM AGREEMENT & INFO PACKET

Welcome to the Author Affiliate Program at "Coterie Lounge & Cafe!" Our program provides authors with the opportunity to showcase their books and engage with patrons through captivating window displays and engaging promotions.

**** PROGRAM OVERVIEW: ****

1. ** WINDOW DISPLAY OPPORTUNITY: **

Authors have the chance to apply for space in one of our front bay windows that faces Cincinnati Dayton Rd. The window can be decorated to resemble the theme of the author's book, creating an attractive display to captivate passersby and entice them to explore the book.

2. ** INTERVIEW AND DECOR PLANNING: **

Upon applying, selected authors will be contacted for an interview to discuss plans on executing the decor to best represent their book.

3. ** FEES AND RESPONSIBILITIES: **

- Fee: \$50 per week or \$200 for a month.
- Authors are responsible for all costs incurred in decorating the bay windows, and decorating supplies will remain with them after the contracted time is over, or they can choose to donate them to Coterie.
- Authors can present a QR code at the window for a discount on book purchases by customers. They may also have their inventory in the Coterie gift shop, subject to a 30% commission fee.

4. **PROMOTIONS AND BENEFITS:**

- Detailed receipts with all sales and commissions will be presented to the author at the end of the contracted time.
- Book purchases will grant customers 10% off any purchase made in the cafe that same day. Customers need to show the book to the barista to avail this discount.
- Hours will be granted for authors who choose to come in for live readings and book signings with dates approved by management.

5. **ADDITIONAL STYLING FEE AND PROMOTION:**

- If administrative help is needed to create and decorate the theme, there will be an additional \$75 styling fee. All plans must be approved by management and the author.
- Coterie will promote the book on social media, but authors are encouraged to make the display as interactive as possible.

6. **DECORATION AND CONDITION:**

- The author is responsible for putting up decor and taking it down on the agreed date. It must be returned in the same condition as given.
- Coterie reserves the right to cancel any display for any reason if management feels the café is being misrepresented.

-This program provides authors with a platform to showcase their work in a visually enchanting manner while engaging with potential readers. It is designed to benefit both authors and Coterie Lounge & Cafe by creating a literary atmosphere that enriches the experience for all visitors.

Should you have any further questions or require additional details, feel free to reach out!