



www.covr.net

# The Coalition of Visionary Resources

## COVR Author/Artist/Talent Referral Program

### Author/Artist/Talent Information Form

In-store events make the Visionary (New Age, Pagan, Wiccan, Body, Mind, Spirit, Spiritual...) Retailer more a part of "community" than simply a gift store. To continue to bring retailers and wholesalers (vendors, wholesalers, artists, authors...) together, COVR is putting together a list of stores that effectively host author/artist events. *This list will only be accessed by COVR members.* COVR is not responsible for event planning, but simply a networking tool to bring the retailer and artist/author together (see "The Whole Shabang" for tips on having great events in your store).

***Note that all talent must re-apply yearly so that COVR provides current, up-to-date information. If information has not changed, then simply change dates of application and re-submit to COVR.***

Artists/Authors/Other Talent interested in being referred by COVR for retail event partnerships will need to provide the following information:

Date of application (month and year): \_\_\_\_\_

Application expiration date (no later than January of next year): \_\_\_\_\_

Resubmitting information from previous year or new information? \_\_\_\_\_

Region focus for travel and specific times traveling in designated areas: \_\_\_\_\_

Store Focus That Best Fits Your Work (check all that apply):

- Angel Stores
- Church Gift Shops
- Pagan/Wiccan Stores
- Book Stores – Mainstream
- New Age/Conscious Living Books and Gifts
- Other—Please Specify: \_\_\_\_\_
- Gift Stores – Mainstream

Address : \_\_\_\_\_

Phone: \_\_\_\_\_ (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Author/Artist/Talent Name: \_\_\_\_\_

Please describe your events/talents — use as much room as you need on the back of this form or an attached sheet: \_\_\_\_\_

Contact Person for Event, phone number and email (if different from above): \_\_\_\_\_

How far would you drive (or fly) for an event, and how many people would have to attend (or your minimum income) for such an event? \_\_\_\_\_

Size of workshop and/or individual session room generally needed: \_\_\_\_\_  
(Please see next page)

Do you offer book signings? Readings/Individual sessions? Please indicate subjects that you focus on (for best author/artist match). Use back of this form or attach information if needed. \_\_\_\_\_

\_\_\_\_\_

How long have you been promoting in retail stores? \_\_\_\_\_

How often do you travel to stores? \_\_\_\_\_

Average size of class attendance? \_\_\_\_\_

Do you do only local (driving distance) stores or do you do out of town retail as well (flying)? \_\_\_\_\_

Are there any accommodations that you prefer or require to accept an event out of town? If so, what? \_\_\_\_\_

\_\_\_\_\_

### MARKETING TOOLS & METHODS

Please include information about any marketing or promotional activities you use to promote events.

Newsletter distribution (approximate) and scheduled releases throughout the year: \_\_\_\_\_

E-mail promotion ability (size of e-mail list): \_\_\_\_\_

Website: Do you use your website to promote events? \_\_\_\_\_

Other promotional vehicles used: flyers, signs, phone, local ads, strong word-of-mouth? Please describe: \_\_\_\_\_

\_\_\_\_\_

Preferences on timing for cancellations if event doesn't reach certain minimums (particularly for out of town events): \_\_\_\_\_

Options for artists/authors to co-promote: Are there radio/TV/newspaper outlets available? Please specify. Do you use any of these methods?

Radio       TV       Newspaper

Other: \_\_\_\_\_

Other comments?

\_\_\_\_\_

\_\_\_\_\_

### FORM SUBMISSION

US POSTAL:

COVR  
194 Main St.  
Butler NJ 07405

EMAIL:

info@covr.net

Please include "COVR Referral Program" in the subject line

FAX:

973/838-2270

Please include "COVR Referral Program" on the cover page

