

Celebrating the best Australian writing

INFORMATION & SPONSORSHIP OPTIONS

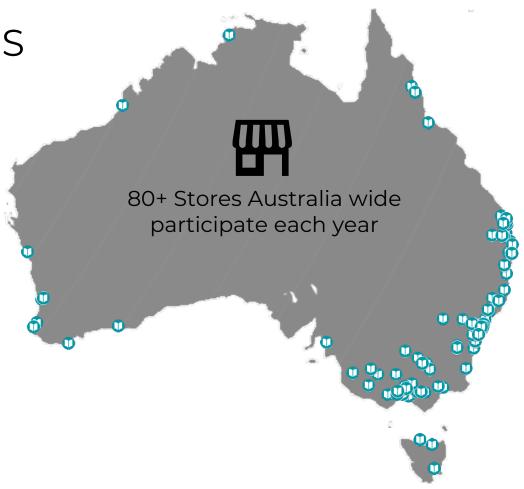




HELP US GROW THE INDIE BOOK AWARDS

Since 2008, the Indie Book Awards have celebrated the best Australian writing, nominated and selected by Australian independent booksellers. While shining a light on the finest Australian literature, the awards also recognise the crucial role independent booksellers play in promoting and nurturing local literary talent.

Announced early in the calendar year, the Indie Book Awards are now considered a forerunner to other Australian literary awards.



All Australian independent bookshops are invited to nominate their favourite titles. Independent bookstores across the country are owned and managed by passionate people who genuinely care about their customers, books and reading, and above all play a significant role in nurturing a strong and vibrant Australian literary scene.

Leading Edge Books are proud to coordinate the administration and promotion of the Indie Book Awards.



WHY YOU SHOULD SUPPORT THE INDIE BOOK AWARDS

The Indie Book Awards celebrate Australian writing and the vital support independent booksellers provide to Australian authors and local publishing

AUSTRALIAN INDEPENDENT BOOKSELLERS SUPPORT AUSTRALIAN AUTHORS AND PUBLISHING

The Indie Book Awards celebrate Australian independent booksellers and their role in **supporting Australian** authors and local publishing.

Independent booksellers punch above their weight in **promoting new Australian literary talent**. Many Australian debut authors credit independent booksellers with helping them launch their writing careers.

Independent booksellers **embrace diverse voices**. Recommending and selling books beyond the major international brands; fostering a varied perspective and a love of quality writing.



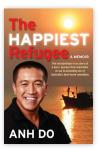
THE INDIE BOOK AWARDS REWARD THE BEST IN AUSTRALIAN WRITING

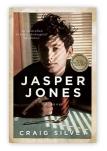
Since their inception in 2008, the Indie Books Awards have picked the best of the best as their Book of the Year.

The following titles have won the Award:

Breath by Tim Winton The Happiest Refugee by Anh Do **Jasper Jones** by Craig Silvey All That I Am by Anna Funder The Light Between Oceans by M.L. Stedman The Narrow Road to the Deep North by Richard Flanagan The Bush by Don Watson The Natural Way of Things by Charlotte Wood The Dry by Jane Harper **Nevermoor** by Jessica Townsend **Boy Swallows Universe** by Trent Dalton There Was Still Love by Favel Parrett The Dictionary of Lost Words by Pip Williams **Love Stories** by Trent Dalton **Runt** by Craig Silvey Killing for Country by David Marr **Dusk** by Robbie Arnott



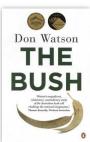








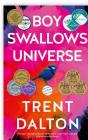




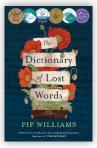




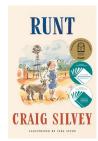


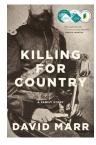


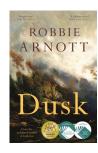












A UNIQUE AWARDS PROCESS & DIVERSE AWARD CATEGORIES

What sets the Indie Books Awards apart from other literary awards is that Australian independent booksellers select the titles. The entire process revolves around the choices and participation of these booksellers.

All Australian independent booksellers are invited to nominate their favourite titles. Judging panels made up of booksellers judge the books shortlisted for the Awards selecting the category winners. All participating booksellers then vote for their overall Book of the Year.

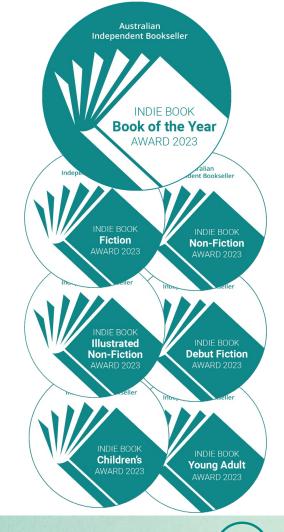
The Indie Book Awards recognise titles in the following categories:

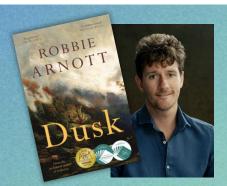
Fiction Non-fiction
Children's books (up to 12 yo)

Illustrated Non-Fiction
Young Adult Fiction (12+)

Debut Fiction

It is from these category winners, booksellers choose their top Australian book, the **Indie Book Awards Book of the Year**.







I'm thrilled that the independent booksellers of Australia have seen some merit in Dusk. I got a job at an independent bookseller when I was fifteen, and worked there for seven years, so to be honoured by my peers like this is truly special. Thank you so much.

ROBBIE ARNOTT, INDIE BOOK AWARDS 2025 BOOK OF THE YEAR WINNER, DUSK

BOOK BRIEF | MAR 2025

'Dusk' takes out Book of the Year at Indie Book Awards

Australian independent booksellers have announced Dusk by Robbie Arnott as the best book from the last year, and the

winner of the Indie Book Awards 2025 Book of the Year.

DEDICATED MEDIA & PUBLICITY CAMPAIGN

The Indie Book Awards publicity and PR campaign is run by a freelance publicist, ensuring wider media reach and maximising promotional opportunities for the longlisted, shortlisted and winning books.

National press releases including announcements of Longlist, Shortlist, Category winners and the overall Indie Book Awards Book of the Year winner.

Local press release for stores to target their local community and customers.

Social media campaign for longlisted, shortlisted, category-winning titles and Book of the Year.



HIGHLIGHTS OF THE 2025 CAMPAIGN

Social Media Engagement







58,856 IMPRESSIONS



3,605 ENGAGEMENTS

Shortlist:

Online features in:

Books + Publishing – 15 January, **Good Reading** – 15 January, **ArtsHub** – 17 January

Category and Overall Winner:

The Weekend Australian, Come Writers & Critics – 29 March Online features in:

Books + Publishing – 25 March; **Good Reading** – 25 March; **ArtsHub** – 25 March

SOCIAL MEDIA & BOOKSTORE PARTICIPATION

The Indie Book Awards runs a social media campaign promoting the Awards and listed authors and titles. Digital assets are provided to stores and publishers to share via their own channels.

Point of Sale and Display materials will be produced and distributed by Leading Edge Books to all participating Australian independent booksellers for both Shortlist and Winners announcements.

Illustrated Non-Ficti

Children's





by Australian independent booksellers.

Fiction Shortlist

Young Adult Shortlist

SPONSOR OR PARTNER WITH THE INDIE BOOK AWARDS

The Indie Book Awards provide publishers, industry bodies, cultural institutions and corporations with an opportunity to be associated with a highly positive industry event - awards that recognise and celebrate the role of independent booksellers, contribute to the positive growth of Australian publishing and increase sales of locally published titles.

You can choose from the following Sponsorship and Partner options:

Overall Indie Book Awards Sponsor - \$2000 ex GST (x1), including \$1500 prize money to the Book of the Year winner.

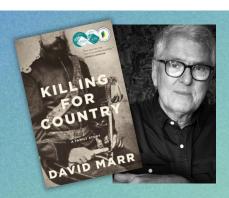
Indie Book Awards Category Sponsor - \$1200 ex GST (x6), including \$1000 prize money to a category winner.

Partner - \$500 ex GST (multiple)

Printing Partner

Media Partner

In-kind Supporter





This is an extraordinary honour. Thank you for choosing Killing for Country as book of the year. It began as a confession and ended five years of work with my collaborator and partner Sebastian Tesoriero as a history of the conquest of the country. That the independent booksellers have recognised our work in this way means a great deal to us. You are true friends to writers across the country. Thank you.

DAVID MARR, INDIE BOOK AWARDS 2024 BOOK OF THE YEAR WINNER, KILLING FOR COUNTRY

WHAT YOUR SPONSORSHIP WILL DELIVER

The 2026 Indie Book Awards Event will be a virtual event streamed live.

The Awards Event is attended by independent booksellers, authors, publishers, media and the wider book-buying public. Promoting the virtual event via social media and encouraging store watch parties to broaden the award event audience.

Brand reach via:	Details	Overall Sponsor \$2,000	Category Sponsor \$1,200	Partner \$500
Logo displayed on POS - Shortlist	Shortlist Posters	<u> </u>		
Logo displayed on POS - Category Winners	Category Winners Posters	4257		
Acknowledgment at Awards Event		<i>M<u>an.</u></i>	<i>112-</i>	
Sponsors listed on all official press releases		<i>M<u>an.</u></i>	<i>Ma</i> .	
Sponsors listed on all internal & external communications	Dedicated communications and member bulletins			
Logo, profile and link on the Indie Book Awards website		4500	Alexandria de la companya della companya della companya de la companya della comp	480-
Presentation of the Book of the Year Award at the Awards Event		4.66-		
Sponsor message opportunity at Awards Events		ALERT		
Logo printed on Awards trophy		Mc_ 	<u> </u>	
Digital Marketing package from Leading Edge valued at \$200 *	eDM & Social Media	x2	x 1	x1

^{*}Digital Marketing Package from Leading Edge includes dedicated eDM to over 100 booksellers, 4000+ Indies subscribers, plus eDM template provided for stores to send onto their own customer contacts. Optional additional content: Online banner, Facebook cover image, Facebook & Instagram Posts.

Content and timing of your choice, dependent on availability. To be redeemed prior to 30 June 2026.

FIND OUT MORE ABOUT THE INDIE BOOK AWARDS

For more information about the Indie Book Awards

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#IndieBookAwards26

For sponsorship opportunities and how you can contribute, please contact:

Leanne Kadareanu Head of Books Leading Edge Retail

Ph: 02 8732 9522

kadareanul@leadingedgegroup.com.au

