

INDIE BOOK AWARDS 2023

INFORMATION &
SPONSORSHIP OPTIONS



HELP US GROW THE INDIE BOOK AWARDS

Established in 2008, the Indie Book Awards celebrate the best Australian writing as nominated and selected by Australian independent booksellers. The awards also recognise and celebrate the role Australian independent booksellers play in promoting and nurturing Australian writing.

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

We need your support to continue to grow the profile of the Indie Book Awards. Partnering with the Indie Book Awards will give your company an opportunity to be associated with a highly positive industry initiative with significant sales and publicity potential and show support for independent bookselling in Australia.



All Australian independent bookshops are invited to nominate their favourite titles. Independent bookstores across the country are owned and managed by people who care about their customers, books and the art of bookselling and, most importantly, the importance of fostering strong and vibrant Australian culture and writing.

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 independent booksellers and their role in supporting 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 are renowned for their love of books and reading, for knowing their customers' interests and for being able to provide personalised service and advice.

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 by way of reading, reviewing, recommending their works, creating word of mouth and providing venues for author talks, events and book clubs.

Independent booksellers contribute to the **cultural diversity of the Australian reading public** by recommending and selling titles beyond the big international brands; they stimulate a diverse point of view and foster a love of quality writing.



I am thrilled and gobsmacked and humbled and deeply grateful. I got all cheeseball weepy when I got the news. I got all sentimental about this beautiful recognition because this book means so much to me and because Australia's independent booksellers mean everything to the Australian book industry. I sat on a corner for two months asking random strangers to tell me love stories but every passing day of every passing year our independent booksellers are sharing love stories with their incredible customers through that sacred transaction of buying and selling these paper treasures we call books.



- Trent Dalton, Indie Book Awards 2022 Book of the Year Winner, *Love Stories*

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 Silver

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

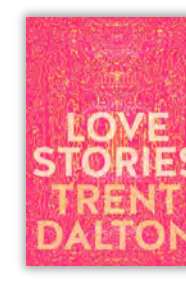
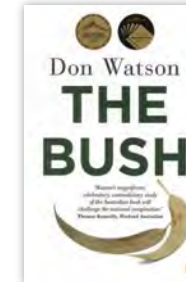
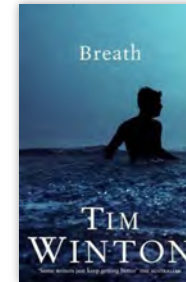
Nevermoor by Jessica Townsend

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



Many Indie Book Award winning authors have gone on to win other major literary prizes. In 2009, *Breath* by Tim Winton won the Miles Franklin Literary Award. In 2012, *All That I Am* by Anna Funder won the Miles Franklin Literary Award. In 2014, *The Narrow Road to the Deep North* by Richard Flanagan won The Man Booker Prize for Fiction. In the 2016, *The Natural Way of Things* by Charlotte Wood won the 2016 Stella Prize. In 2017 *The Dry* by Jane Harper won the ABIA Book of the Year. The 2018 winner *Nevermoor* by Jessica Townsend scooped all major Australian book industry awards and a number of international prizes. In 2019, *Boy Swallows Universe* by Trent Dalton went on to win the NSW Premier's Literary Awards People's Choice and a record four ABIA Awards including Book of the Year. In 2021, *The Dictionary of Lost Words* by Pip Williams went on to win the NSW Premier's Literary Awards People's Choice and the ABIA Award for General Fiction Book of the Year.

A UNIQUE AWARDS PROCESS & DIVERSE AWARD CATEGORIES

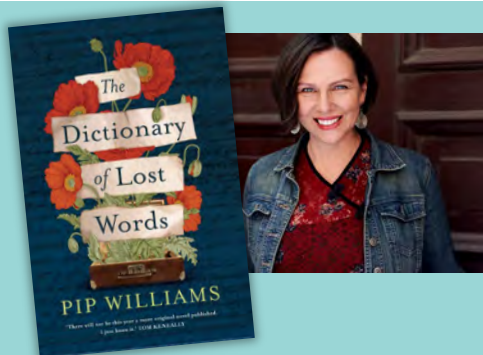
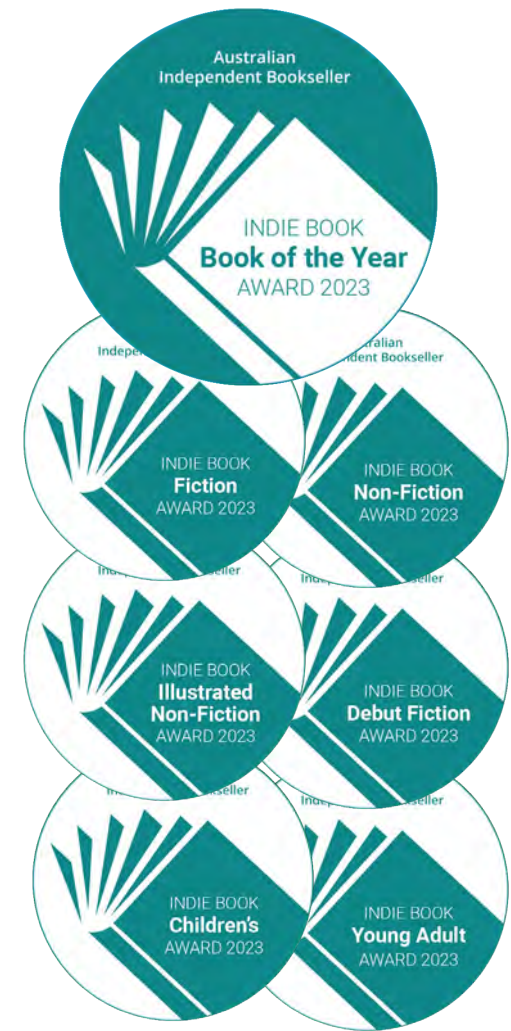
The Indie Book Awards differ from other literary awards because the titles are chosen by Australian independent booksellers. The entire process is based on the selection and involvement of independent booksellers making it one of the most 'democratic' awards in the Australian literary calendar.

All Australian independent booksellers are invited to nominate their favourite titles. Judging panels made up of booksellers who 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** **Illustrated Non-Fiction** **Debut fiction**
Children's books (up to 12 yo) **Young Adult fiction** (12+)

It is from these categories booksellers choose their top Australian book – **Indie Book Awards Book of the Year**.



“The Dictionary of Lost Words was published just days into Australia’s first pandemic lockdown. The timing was awful for a debut novel and I lowered all expectations that my book would find its tribe of readers. But then something wonderful happened – independent booksellers refused to shut up shop. While their doors might have been closed, they found myriad ways to get books into the hands of people who would enjoy them, perhaps even need them, during the long weeks of isolation. As a reader and a writer, I was enormously grateful.”

- Pip Williams, Indie Book Awards 2021 Book of the Year Winner, *The Dictionary of Lost Words*

DEDICATED MEDIA & PUBLICITY CAMPAIGN

A dedicated multi-stage 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 covering the Awards, including announcements of Longlist, Shortlist, Category winners and overall Indie Book Awards Book of the Year winner.

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

Social media campaign to promote shortlisted, category winning titles and Book of the Year.

HIGHLIGHTS OF THE 2022 CAMPAIGN

Social Media Engagement



174,125
IMPRESSIONS



6,604
ENGAGEMENTS

Shortlist:

SMH & The Age (Online) – 23 January – Jason Steger's The Booklist

Blog features: **Books + Publishing** – 19 January, **ArtsHub** – 19 January, **AU Review** – 19 January, **Life Hacker** – 19 January, **Pedestrian TV** – 19 January, **The Music** – 20 January, **Better Reading** – 24 January

Bookshops declare love for Dalton's stories

CHLOE WHELAN

Australian independent book-sellers have declared Trent Dalton's *Love Stories* their favourite book of 2021, awarding it book of the year at the Indie Book Awards.

Love Stories, which also won best in non-fiction, is a simple concept. Dalton went into the streets of Brisbane to ask passers-by: "Can you please tell me a love story?"

"Only someone as big-hearted, curious and willing to listen as Dalton could get away with this concept," judge Lindy Jones commented.

Dalton describes the resulting short story collection as his "gentlest rebellion" to the devastation of the pandemic. "*Love Stories* was my big middle finger to the pandemic and all the cruel distance it put between the ones we love," he said.

He also said he was "thrilled

TUESDAY MARCH 22 2022 COURIERMAIL.COM.AU

WRITE STUFF AGAIN

PHIL BROWN

HE'S done it again. Brisbane author Trent Dalton captured the heart of the nation with his novels *Boy Swallows Universe* and *All Our Shimmering Skies*.

Recently a Netflix series adapted from *Boy Swallows Universe* was announced.

Now he has won The Indie Book Awards 2022 Book of the Year.

His book *Love Stories*, published by Fourth Estate Australia, was the result of one of the most unusual literary gambits. Dalton set up a stall in Brisbane's CBD, sat at a desk with an old Olivetti typewriter and asked people to tell him their stories of love and loss.

The awards recognise indie booksellers as the No.1 supporters of Australian authors. Bookseller judge Lindy Jones (from Abbey's Bookshop) said that "only someone as big-hearted, curious and willing to listen as Dalton could get away with this concept".

Dalton said he was "gobsmacked ... humbled and deeply grateful".



Trent Dalton at his old typewriter in Brisbane. Picture: Fiona Franzmann

Category and Overall Winner:

The Australian (print/online) – 22 March – "Bookshops declare love for Dalton's stories"

The Courier Mail (print/online) – 22 March – "Write Stuff Again"

Herald Sun / The Advertiser / The Mercury / NT News (online) – 22 March – "Love Stories wins Trent Dalton Indie Book of the Year"

Radio interviews:

4BC with Sofia Formica – 22 March

ABC Local Radio, Christine Anu's National Weekend Evenings – 26 March

Blog features in:

Books + Publishing – 22 March; **PedestrianTV** – 21 March; **ArtsHub** – 22 March; **Life Hacker** – 21 March; **Better Reading** – 22 March

SOCIAL MEDIA & BOOKSTORE PARTICIPATION

The Indie Book Awards runs a **social media campaign** promoting the Awards and listed authors and titles to the wider public. The 2023 social media campaign will include a competition to win all shortlisted titles; author profiles and interviews with the shortlisted authors shared via social media, hosted on the Indie Book Awards website.

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, along with digital assets to share via Social Media.

Bookstores will be encouraged to hold watch parties of the virtual event in store or online.

INDIE BOOK AWARDS 2022 WINNERS

WINNER
Book of the Year
AWARD 2022
&
CATEGORY WINNER
NON-FICTION

LOVE STORIES TRENT DALTON

CATEGORY WINNERS

- FICTION**: ONCE THERE WERE WOLVES
- DEBUT FICTION**: THE SILENT WITNESS
- YOUNG ADULT**: THE MONSTERS AT THE EDGE OF THE WORLD
- ILLUSTRATED NON-FICTION**: STINK LIFE
- CHILDREN'S**: [Book cover partially visible]

INDIE BOOK AWARDS 2022 WINNER

LOVE STORIES TRENT DALTON

www.indiebookawards.com.au



HOW YOU CAN SUPPORT THE INDIE BOOK AWARDS



We need your support to continue to grow the awards and to celebrate the role of Australian independent booksellers.

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 which recognise and celebrate the role of independent booksellers, contribute to the positive growth of Australian publishing and to increased 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



It's not a stretch to say that Australian Independent bookshops changed my life. Back in 2011, Past the Shallows was hand-sold with love across the county by you guys and that literally set my career path in stone. I am so very grateful. There was Still Love came straight from my heart and it means the absolute world to me win this award.




- Favel Parrett, Indie Book Awards 2020 Book of the Year Winner, *There Was Still Love*

WHAT YOUR SPONSORSHIP WILL DELIVER

The 2022 Indie Book Awards Event will be a virtual event streamed live.

The Awards Event has previously been attended by independent booksellers, authors, publishers and the media. We are excited to promote not only the awards but the event to the book buying public this year. 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			
Logo displayed on POS - Category Winners	Category Winners Posters			
	Bookmarks; Shelftalkers			
Acknowledgment at Awards Event				
Sponsors listed on all official press releases				
Sponsors listed on all internal & external communications	Dedicated communications and member bulletins			
Logo, profile and link on the Indie Book Awards website				
Presentation of the Book of the Year Award at the Awards Event				
Sponsor message opportunity at Awards Events				
Logo printed on Awards trophy				
Digital Marketing package from Leading Edge valued at \$200 *	eDM & Social Media	 x2	 x1	 x1

*Digital Marketing Package from Leading Edge includes dedicated eDM to over 100 booksellers, 5000+ Indies subscribers, plus eDM template provided for store 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 2022.

FIND OUT MORE ABOUT THE INDIE BOOK AWARDS

To find out more about the Indie Book Awards, please visit:

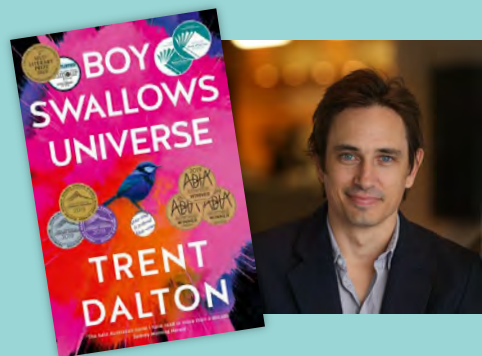
www.indiebookawards.com.au

Follow us: **#IndieBookAwards23**

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

Leanne Kadareanu
Head of Books
Leading Edge Retail
Ph: 02 8732 9522

kadareanu@leadingedgegroup.com.au
www.leadingedgebooks.com.au



I am so unbelievably happy and so truly honoured that Boy Swallows Universe has won the Indie Book of the Year. This book comes from a very personal place for me, from the depths of my soul, and the wonderful indie booksellers put that story in the hands of Australian readers – this book would be nothing without those amazing booksellers.



- Trent Dalton, Indie Book Awards 2019 Book of the Year Winner, *Boy Swallows Universe*