

Downtown Cadillac Association

201 N. Mitchell Street, Suite 102

Cadillac, MI 49601

Email: info@downtowncadillac.com

www.downtowncadillac.com

Greetings Storytellers for the first annual **Trail of Tales**,

We have a new and exciting event coming to Cadillac in 2012 – **Trail of Tales – March 9-17**. This event is in conjunction with Reading Month and is to foster creativity and promote the multiple areas that Storytelling impacts our lives – written, verbal, visual, sound – through books, audio, movies, music, theater...etc. The DCA is partnering with a fantastic group of local organizations who also have an interest in promoting literacy through storytelling - at all levels. Each storyteller will be paired with a local downtown business. The business will host the storyteller in their store from March 9-17, 2012. On February 9 your exhibit or display will set up, by you, at the host location. On March 17, you are committing to be on-site from 10am – 4pm for a Meet the Storyteller Day. We may have other opportunities for you to get involved in during that week and will keep you posted. Let's showcase Storytelling in Cadillac - you don't want to miss it!

Trail of Tales (Downtown In-Store) – Entry Fee \$25.00

- Apply for your book to be on display in a downtown Cadillac host store from March 9-17. Your book must be officially published and available to purchase.
- **'Meet the Storyteller'** on March 17th in your host location, you will be on site at your host store from 10am to 4pm. This day will be the highlight and finale of the event by bringing people into Cadillac from many nearby communities as well as from great distances.
- Sales of your product need to be discussed between you and the host, the DCA will not be responsible for any loss or damage of product throughout this event.
- The consumer will have a **Trail of Tales Passport** to fill out during February 18 to draw them through the Trail of Tales.
- Your fee includes a listing on the DCA website, Trail of Tales facebook page, highlight in the passport, posters and other information produced to promote this event. The event is backed by a marketing campaign focused locally and throughout Michigan and the Midwest; including but not limited to PR in: magazines, newspapers, web blasts, Facebook, radio and television.

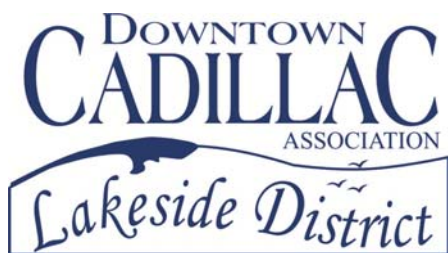
Please complete the attached application to be considered for the 1st Annual Trail of Tales. Participating Storytellers will be informed of their acceptance by January 15, 2012. Participants will be informed of their pairings with the local retailers by February 1. We are extremely excited for a successful 1st Annual Trail of Tales.

Entries to be received by February 1, 2012 (extended)

Sincerely,

Joy VanDrie, Chair
Trail of Tales
231-920-5189
joyvandrie@gmail.com

Please make a copy of the final application for your own records.



Trail of Tales

March 9-17, 2012

AUTHOR APPLICATION

Entry Deadline: February 1, 2012

The DCA asks that you submit 1 or 2 photographs or graphics (these will not be returned) of the information you will be bringing to display during Trail of Tales (can include book cover). After the Authors selection has been made, you will be notified as to your placement, along with the contact name at the host location. The DCA strongly suggests contacting your host location immediately to collaborate on display and specifics.

**Information and the photos provided will be posted on Downtown Cadillac Association website and utilized in an event brochure.*

Name*: _____ Email*: _____

Address: _____ Website*: _____

_____ Facebook*: _____

Phone*: _____ Where is your item available to purchase currently?

Other Phone: _____

Style: Fiction Nonfiction Children's Romance Historical Other: _____

Short description of Storytelling style*: _____

Biography (80 words or less)*: _____

Host Location Preference (*if any*): _____ (we do not guarantee preference location, but will make the best effort to pair up mutually beneficial Storytellers to locations.)

Would you be available for other programs throughout the week of March 9-17? Yes No (circle one)

Please mail this application, photos and a check for \$25 to:

Downtown Cadillac Association, Trail of Tales 2012, 201 N. Mitchell St., Suite 102, Cadillac, MI 49601

If you have further questions or are in need of additional information, please call Joy VanDrie at 231-920-5189, or e-mail her at joyvandrie@gmail.com