

OCTAVIA'S BOOKSHOP



Octavia's Bookshop opened in March 2011 and has not only been surviving but positively thriving in difficult trading conditions for independent traders, not least book sellers.

In 2012 owner, Octavia Karavla, was named one of The Bookseller's 'Rising Stars'. In 2013 we were named Children's Independent Bookseller of the Year and one of The Telegraph's Small Shops of the Year. Octavia was also named Cirencester Ambassador by the local Chamber of Commerce.

Press coverage has been consistent since opening with the shop being covered in various blogs and websites as well as local and national media. We also run a monthly book club in 'Cirencester Life' magazine.

This year we applied for and received a grant from author James Patterson. He had offered a number of grants to independent booksellers to encourage reading among children.

The grant received was to pay for driving lessons for Octavia so she can fulfil her dream of launching the Octavia's Bookshop Book Bus.

This will come in the shape of a purple, branded Type 2 VW campervan. We will then be able to take the 'shop' on the road; to schools, fairs, shows and other public events.

This will be a great way to expand our customer base and increase what is already an extremely loyal and captive audience which includes over 50 school accounts reaching into Wiltshire and Oxfordshire. A number of these schools have already booked the bus for events!

To see our plan become a reality we are now looking for sponsorship to help us purchase a campervan.

A type 2 new VW can cost up to £30,000 but we aim to find a reliable, second hand one. To that end we are looking for £8,000 to £10,000 in sponsorship. I am hoping that we can achieve this with no more than four sponsors so as not to dilute one another's branding.

This is a unique marketing initiative. What we will have is a brilliant mobile promotion that will extend the sponsors' brand reach, audience and customer base. Importantly, it will also promote the positive message of working to help children's literacy, the book industry and independent retailers.

We would like to be ready to launch the Book Bus in Spring 2015 and predominantly spend the first year of activity in the South West. We are currently researching suitable events to add to our schedule. These could include, for example, The Cotswold Show, Ragged Hedge, Womad, Wychwood Festival, Cheltenham Folk Festival and Treefest.

Gloucestershire and Wiltshire schools will also be approached to allow the Bus to attend assemblies, fairs etc. These could include, for example, schools such as Rencomb College, Chesterton Primary, Watermoor, Powell's School, St Sampson's, Cricklade, Sevenoaks, Isambard Community School, Commonweal and Robert le Kyng, Swindon.

Promoting the Book Bus

Initial promotion will be done via our existing contacts and school accounts. This will be undertaken alongside a social media campaign with dedicated Facebook and Twitter feeds. The Bus will also be promoted by the Shop's social media accounts (1.2k followers on Facebook and Twitter).

Octavia's Bookshop has an incredibly loyal and growing customer base. Cirencester is a busy tourist destination and the Shop receives welcomes customers from throughout the UK. The Bus will be promoted heavily in the shop with window displays and flyers in shopping bags.

Consumer media (local and national) will be targeted at the launch and we will hold a launch 'event' for the Bus. We are lucky to enjoy excellent relationships with many best selling children's authors and we would plan to have one of them present at the launch.

What's in it for you?

- Your logo on the Bus and all advertising material (placement to be agreed)
- Your logo on the dedicated Book Bus social media feeds
- Your company mentioned in all press work
- Exposure for your brand at events and schools and on the road to these venues plus in Octavia's Bookshop
- Attendance at the launch event

It's important to us and the project that prospective partners are sympathetic to and representative of our ethos – putting children's literacy at the heart of everything we do.

Please let me know if you are interested in helping to sponsor the book bus. You can contact us in lots of ways:

info@octaviasbookshop.co.uk

01285 650677

<https://www.facebook.com/octaviasbookshop>

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