



SPARTA BOOKS
29 Theatre Center
Sparta, New Jersey 07871
(973) 729-6200
www.spartabooks.com
Owner: Donna Fell

ABOUT SPARTA BOOKS

Sparta Books was founded in 1965. It is well supported by the community and has been a gathering place for literacy for many years. We carry 15,000 titles on a regular basis. **Our store is 2,000 square feet**, and we are capable of hosting events both large and small. We are located in a large shopping center in the center of Sparta with store front appeal and a large amount of foot traffic.

- NYT reporting store.
- Indie Bound and ABA/NAIBA members.
- 2,500 E-Newsletter recipients.
- 1800 Twitter Followers
- 3,000 fans on our Facebook page.
- <https://www.facebook.com/pages/Sparta-Books/55162093494>
- Pinterest and Instagram accounts

ABOUT SPARTA, NEW JERSEY

The Township of Sparta, with its beautiful lakes, mountains, and farmland, is a residential community offering a wide variety of amenities. **With an affluent population of 19,000**

- 25 Miles from Morristown
- 45 Miles from NYC
- 50 Miles from Newark Airport

EVENT PROMOTION PLANS

- In-store posters.
- Table displays for 1 month prior
- Event posted in Sparta Books Newsletter, Facebook and Twitter.
- Press Release and promotion in Calendar of Events in local newspapers.
- Posted on website calendar www.spartabooks.com .



EVENTS

<u>Author</u>	<u>Title</u>	<u>Attendance/Books Sold</u>
Carol Aebersold	Elf on the Shelf	60/150
Rosemary Wells	Warthog Wedding	45/60
Stephanie Evanovich	Big Girl Panties	40/40
Dan Gutman	Assorted Titles	80/200
Wendy Mass/Michael Brawer	Space Taxi	50/75
Teresa Guidice	Fabulicious	300/400
Debbie Dadey	Mermaid Tales	30/65

Media Outlets

<u>Sparta Independent</u>	<u>NJ Herald</u>	<u>WMBC-TV63</u>
1 A Main Street	PO Box 10	<u>99 Clinton Rd</u>
Sparta NJ 07871	Newton NJ 07860	<u>West Caldwell, NJ 07006</u>
973.300.0890	973.383.1500	<u>973.852.0300</u>
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Sparta School District

1000 Seat Auditorium Available for Use