



Towne BOOK CENTER Wine Bar & Café

EVENT CONTACT INFO:

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OUR STORE:

Our gorgeous location is in the Providence Town Center in affluent Collegeville, PA. We are prominently placed across from the second largest Wegmans grocery store in the country, next to Eastern Mountain Sports, down the street from Best Buy, behind PF Chang's, near Pennsylvania's first Movie Tavern, and surrounded by many more popular stores and restaurants. Our store is nearly 8000 square feet with approximately 800 of that dedicated to our wonderful, full-service wine bar & café and another 1000 to our children's section complete with a gorgeous 40 foot hand-painted jungle mural on the wall.

Another corner of our store is a reader's lounge which can be utilized for community events, seminars, and workshops. We have five book clubs, two writer's clubs, and a weekly StoryTowne group that meet in our store. In addition, various local seminars are held here monthly, local artwork is displayed and sold on consignment, and local musicians perform in the evenings. We also partner with area professionals to offer specialized workshops throughout the year.

Furthermore, our store has the unique situation of being an event facilitator to 400+ public, private, and parochial schools. This entails everything from scheduling author visits to supplying books to personally transporting and hosting the visiting author.

Having been a part of our community for over 25 years, our experienced staff understands the importance of providing excellent customer service, programs, and support to those who support and depend on us.

MEMBERSHIPS:

ABA/NAIBA/ABC
Perkiomen Valley Chamber of Commerce
Philadelphia Chamber of Commerce
Partnered with WNBA Greater Philly Chapter

REPORTING:

NY Times
Indiebound.org



EVENT LOCATIONS:

On site venue:

- In store seated up to 100
- In store met and greet unlimited
- Outside unlimited
- Ample parking for all types of vehicles

Off site venues:

- Ursinus College: 3.2 miles
Seated up to 500
- Philadelphia Convention Center: 8 miles
Seated up to 1000



EVENT ADVERTISING:

On Site:

- Signage throughout
- Fliers
- Prominent displays
- Website (www.townebc.com) front page and calendar
- Social Media: facebook, twitter, pinterest, and more
- Newsletters: 12,000+ homes
- Specialized e-mail blasts
- Plaza LED marquis sign

Off site:

- Local business cross-advertising
- Local online events calendars
- Community bulletin boards
- Targeted post card mailings
- Fliers and signage at local community events
- Press release to local and regional online, radio, television, and newspaper personnel
- Local and regional Newspaper advertisement



DEMOGRAPHICS:

Located approximately 30 minutes from Philadelphia proper, at the interchange of Routes 422 & 29, Providence Town Center is perfectly positioned and easily accessed. Our primary target area consists of approximately 340,000 people and over 130,000 households with an average income of approximately \$90,000. Close to 10,000 employees work in the Providence Corporate Center directly across the street. Our total trade area encompasses six different school districts (including the second largest in the Philadelphia suburbs), three colleges (Collegeville is home to Ursinus), and several premier pharmaceutical companies.

TRAVEL & ACCOMODATIONS:

Philadelphia International Airport: 35.4 miles

Alternate and additional local travel and accommodation information is available upon request.

We have enjoyed tremendous success with events both on and off site with DJ MacHale (3 schools, 400+ books sold, over 150 in store attendance), Dan Gutman (1 school, 600+ books sold, over 200 in store attendance), Lisa Scottoline (400+ books sold, over 350 off site and over 250 in store attendance), Mike Piazza (500+ books sold, over 350 in store attendance), Tony Danza (250+ books sold, over 200 in attendance off-site), Buddy “the Cake Boss” Valastro (200+ books sold, over 200 in store attendance), Brandon Sanderson, R.A. Salvatore, Mary Higgins Clark, John O’Hurley, Jerry & Eileen Spinelli, Alice Hoffman, David Baldacci, and many more. We are thrilled with the potential of our independent store and it would be a pleasure to host a member of your publishing family. We are excited for what the future holds and look forward to you being a part of it. Thank you for your time and consideration.