

**Contract For: Elizabeth Wilcox Snow of AuthorPods
Festival Program Director Position 2024
Bookstock – Festival of Words
June 21, 22, 23 2024 (TBD)**

Bookstock Description: This literary event, called a “Festival of Words,” supports the cultural richness and diversity of Vermont and New England. Our region is home to many talented writers representing diverse genres, from national Poets Laureate and Pulitzer Prize winners to emerging young writers and those who have found their compelling voice at midlife. Bookstock encourages appreciation for good writing and other artistic endeavors by introducing residents and visitors of all ages to writers, musicians, and artists in an intimate setting, largely at no cost.

Bookstock Mission: To unite people in celebration of storytelling and the written word.

Bookstock Festival Program Director Overview: The Festival Program Director creates the annual Bookstock Festival author & poet program offering. She is the creative impresario, curator, program designer & scheduler, and in many ways the welcoming public face of Bookstock Festival 2024. She manages the planning, recruitment, negotiation and contracting involving all authors, poets, and speakers, including children & family events and workshops. She works collaboratively with author venues, and the Yankee Bookshop to help assure the best partnership outcomes for all of them. And because of her intimate knowledge of the program and the types of target audiences these authors and sessions will specifically appeal to, she will advise and assist in marketing efforts to build awareness of the 2024 program offerings where they will have the greatest traction.

► **Primary Direct Responsibilities:**

- **Overall - Create the 2024 Bookstock Festival Author Program Experience:** As the event curator of author, poet, and speaker content, maintain the integrity of the theme and vision as agreed to by the Board. Help create an overall positive program experience for all Bookstock Festival 2024 stakeholders (speakers, financial supporters, partners & attendees).
- **Recruit Authors/Poets/Speakers:** Conduct author outreach, recruitment and booking as well as on-going communications, including notes of appreciation upon completion. Negotiate and manage gratuities such as honoraria and amenities like travel and lodging. Actual arrangements for travel & lodging will be managed by a designated Board member in 2024.
 - Set a goal of **January 18, 2024** to announce and promote the festival’s first author(s) on www.bookstockvt.org and other media platforms, with a plan of adding at least 3-4 signed authors in February, and March, with an almost complete list of writers by April 15th. (This does not include exact program dates/times which should be finalized by May 1st.)
- **Recruit & Assist a Poetry Program Director:** As in 2023, identify, recruit, and confirm a poetry lead for this traditionally valued portion of the 2024 program. Assist this expert in ways that will streamline his or her job.
- **Maintain the Bookstock Festival Author Honorarium Guidelines & Budget:** As closely as possible respect the traditional guidelines Bookstock has established on the issue of honoraria, travel & lodging, as well as the budget set for the 2024 festival. When

- The Executive Committee or The Board will undertake or delegate management of Finance & Budget, Soliciting New Venue Partners, Fundraising, General & Author Event Volunteering, and as necessary Travel & Lodging Arrangements for authors.

► **Effective Start & End Date:** The position is effective January 1, 2024, and is complete June 30, 2024.

► **Compensation:**

The 2024 Bookstock Festival Program Director, Elizabeth Wilcox Snow will be an independent contractor, at will, paid a total of \$10,000 in 6 equal monthly installments, January – June 2024, on the last business day of each month. Documented and approved expenses incurred in connection with the performance of employment shall be reimbursed by Bookstock, on a monthly basis. This includes \$.50 per mile reimbursement for driving mileage from home to Woodstock, VT to meet with Bookstock partners and to attend other Festival related in-person meetings.

The compensation package will also include Sponsorship Designation for Elizabeth's company: AuthorPods. Sponsorship will include:

- Logo presence on www.bookstockvt.org with links to the AuthorPods website and presence on any promotional materials that include other sponsor logos
- An ad in the printed event program if ads are included in the 2024 version
- A possible opportunity for an additional curated sponsorship presence if appropriate during the festival weekend – to be explored and discussed (such as a sponsorship of a session or activity on the Green or on stage).

► **Sponsorship Sales Compensation:**

If, in her Festival Program Director capacity, Elizabeth is presented with an opportunity to propose sponsorship, she will receive a 20% bonus on every Sponsorship Sale she closes for Bookstock 2024. This does not include individual donations, grants, endowments, or other types of financial support where revenue is not directly received by Bookstock, such as underwriting the appearance of an author or a special program.

It also does not include exhibitor sales nor advertising for the Bookstock printed program.


Elizabeth will receive these bonuses, paid in total, at the end of July 2024 when all sponsorship fees have been received in full by Bookstock.

► **This is the extent of compensation for services as rendered in this agreement.**

► **Reports to:** The Bookstock Board and a Board Director who will be appointed as the Board Programming Lead (TBD).

SIGNED & SEALED this date: 22 September, 2023

By Peter Rousmaniere, Board Chairperson, Bookstock 2024


By Elizabeth Wilcox Snow of AuthorPods, Festival Program Director, Bookstock 2024