



Curious City Marketing Recommendations

HELLO GOODBYE DOG

By Maria Gianferrari

Illustrated by Patrice Barton

Roaring Brook Press, 7/25/17

Children's literature has a barking pound-ful of stories about the bonds between children and dogs. Moose and Zara's bond, however, will be legend. The cycle of Moose's escapes, reunions, and captures is utterly infectious. The solution to train Moose to be a therapy dog so she never has to leave Zara's side is the most satisfying of endings. Every reader will identify with both Moose and Zara. Each reader will want to be loved unconditionally for their repeated misbehaviors like Moose is and to have a loyal friend always at their side like Zara has.

HELLO GOODBYE DOG: Read Aloud Activity

Curious City would like to invite children to participate in a Moose and Zara reunion. We would create a paper folding activity that would allow children to solve the problem of a Moose and Zara separation. The activity would be designed with Moose on the far left and Zara on the far right. An accordion fold in the middle of the paper would reunite the friends. The accordion fold would stand for Moose's zigzag path to get to her favorite girl.

There is a very rough mock-up on the next page. We envision the final piece in B&W, allowing children to color in the characters and the "hello," "goodbye," and "dog" of the title. One version of the activity would be 2-up on a sheet of 11 x 17 paper. Another version would be on a 8.5 x 11 sheet of paper. We see the 11 x 17 version as a piece that Maria and Patrice could have professionally printed on heavier stock for events and the 8.5 x 11 version as the more likely application for national use in story hours.



Curious City would need to partner with Roaring Brook Press to secure the cover title image, a B&W version of the cafeteria reunion illustration (if possible), and the names of the fonts used.

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\$525 Curious City: Concept, Text, Design, PDF Creation, Post to CuriousCityDPW.com for 1000 subscribers + social media (\$368 with EMLA Discount)

HELLO GOODBYE DOG: Announcement of the Book & Activity

Curious City maintains CuriousCityDPW.com, the popular website for educators, librarians, and booksellers. The site offers free downloadable programming activities and kits, educator's guides, and videos for those committed to engaging with children's literature. The site is also known for the frequent giveaways that accompany the release of any of these new tools.

An average of 52% of professional entrants who visited the site last year reported that they discovered the featured book as a direct result of our giveaway and/or engagement tool.

Curious City posts event kits and giveaways not just for the benefit of the site's 1000+ subscribers and extensive social media connections; **we can also reach out to more than 10,000+ national librarians and booksellers through a series of professional list serve posts.**

Curious City would happily announce the HELLO GOODBYE DOG activity to those 10,000+ national librarians and booksellers with a giveaway on CuriousCityDPW.com of 25 books. Publishers have kindly provided us with complimentary books for giveaways in the past.

NOTE: That announcement could include a download of the marvelous MacKids poster if it were available as a PDF.

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\$600 Curious City: Post Activity, Announce Book, Run Giveaway
(\$420 with EMLA Discount)

\$125 Expense: Packing materials and shipping for 25 books

HELLO GOODBYE DOG: Bi-Annual Outreach

Curious City sends out a monthly newsletter outlining programming opportunities for the coming month. We would send a notice annually about HELLO GOODBYE DOG before International Day of Persons with Disabilities (December) and on International Wheelchair Day (March).

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None

HELLO GOODBYE DOG: Reading Dog Outreach

As we discussed in our call, there is much to be gained by letting reading dog owners and programmers know about HELLO GOODBYE DOG. The book is a validation of their work, and they could very well serve as surrogate marketers if they knew of the book and companion activity. Imagine them sharing both with a reading dog present - deep reader engagement! Consider reaching out to Gloria Laube at LibraryDogs.com to introduce your book and explore whether or not she could share a mailing list. The site also has a bookstore and ad space. Explore listing your book and placing an ad.

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None

ANY & ALL

Curious City traditionally works on a project basis. Unlike publicists, we are not on retainer to seek out ongoing opportunities for your book. That said, we do not need to limit our activities together to a single project. You can call on us for an opinion, a resource, a connection, or any other thing at any time. Projects and redirections come out of those conversations. We are curious, collaborative, and adaptable.

WORKING WITH CURIOUS CITY

Proposal: You may share this proposal with your agent, editor, art director, illustrator, publicist, or anyone on your book team for their feedback.

Proposal Conversation: If you wish to proceed, we will schedule a conversation to go over this proposal. In that conversation we will decide which projects we will do and in what order. We respect the skills of others. If there is a part of the project you want to farm out to yourself or another talented creature on your team, we will be delighted to share the to-do's!

Discount: Clients of the Erin Murphy Literary Agency (EMLA) receive a 30% discount on Curious City projects. Expenses, however, are not discounted.

Billing: Curious City requests 50% of a project's fees up front. This will be billed via PayPal. The remainder will be billed upon completion by the same means. General office expenses are, of course, not billed. Printing, mailing, hosting, URLs, and other materials purchased specifically for a project are expensed to you and may require prepayment. Billing beyond a quoted amount will only happen if the project has taken a different course and both parties agree on that course and increase. Any calls or emails that happen during the project but do not relate to the project may be billed at Curious City's hourly rate.