

HANNAH TU

Phone: 314-277-2347 | **Email:** hannah@bookwyrmingthoughts.com | **Website:** www.bookwyrmingthoughts.com
Twitter: @HannahSophiaLin | **Instagram:** @HannahSophiaLin

September 12, 2018

Laura Horwitz
Executive Director
5017 Washington Place
Suite 102
St. Louis, MO 63108

Dear Ms. Horwitz,

Why do some of us read? Some of us will say that we read because we want to escape the world that we live in, being immersed in vast worlds created by authors. Some of us, however, read because we want to escape reality, but we also want characters we can relate to. We want to see ourselves in the books we read and connect with the characters on a personal level. We want to experience different cultures through the books we read.

We Stories uses “the power of children’s literature to create conversation, change and hope in St. Louis, and a stronger, more equitable and inclusive future to all.” My name is Hannah Tu, and I am a blogger at Bookwyrming Thoughts, where I strive to boost diverse authors and their books on my platform. I strongly believe in We Stories’ vision of a St. Louis region where all families have the opportunity to thrive regardless of their race. I think a book conference is a perfect opportunity to boost those diverse voices in literature from all ages as many book conferences are located in major cities many people cannot afford to go to. So why not start one in St. Louis?

The conversation of race and racism not only begins with young children but also begins with teens and adults who wish to be more open and comfortable with those conversations. A book conference that features diverse voices from all ages and backgrounds is a perfect way to get older readers to begin the conversation at home or with their friends, and help them consider joining We Stories Family Learning program with their young children.

I would love to help you launch a successful event that will bring more families to your program and reach your vision of helping St. Louis becoming a better opportunity for people from all different backgrounds, and I hope you will consider the event after viewing the event proposal.

Sincerely,

Hannah Tu



Diverse StoryCon

May 24-26, 2019 | America's Center

Hannah Tu





Diverse StoryCon

AUDIENCE ANALYSIS

Diverse StoryCon will include authors, influencers and book industry professionals who believe in creating a more equitable and inclusive future for all. Attendees of Diverse StoryCon range from readers to creatives who are devoted to representation in literature and boosting it through their various platforms.

We Stories' audience, while most will be readers, will ideally be a part of families who will know someone who is interested in beginning or strengthening the conversation about race, but have no clue how to go about it. Although their target audience is white families with young children, they are open to other groups as well.

Meet Marie, one of Diverse StoryCon's attendees

Marie is an Asian American teen who is a voracious reader. She wants to see more of herself in the books that she reads because growing up, she rarely saw anyone like herself in the media. Outside of reading, she spends her time on Twitter and Instagram with other members of the book community and has grown a following with others who share the same view. They are also advocates for diverse and inclusive characters in books. She does not, however, have a blog or her own website.

Her favorite authors include Julie Kagawa, Sabaa Tahir, Cynthia Kadohota and F.C. Yee, all of whom have written books featuring characters she feel represents her and that she would have loved to have read growing up.

Marie's mother is pregnant and Marie wants to be a good role model for her new sibling. While she voices her opinions for others to hear about on her social media platforms, she's not sure where to begin and wants to eventually open the discussion with her new sibling about race and other issues.



Diverse StoryCon

FACT SHEET

ABOUT DIVERSE STORYCON

Diverse StoryCon boosts the importance of marginalized voices and #ownvoices books in a 3-day conference with panels, signings and other literary fun from local and national authors and influencers.

DATE, TIME AND LOCATION

May 24 - 26, 2019 from 9 a.m. - 7 p.m. at America's Center in St. Louis, Missouri

AUDIENCE

Over 300 authors, influencers and book industry professionals who believe in creating a more equitable and inclusive future for all. Our attendees range from readers to creatives who are devoted to representation in literature.

SPONSORSHIP OPPORTUNITIES

Multiple levels of sponsorship are available, and each opportunity includes customization to meet diverse marketing needs. For more information, please contact Hannah Tu at We Stories.

ABOUT WE STORIES

We Stories uses the power of children's literature to create conversation, change, hope, and a stronger, more equitable and inclusive future for all. They assist parents through a 12-week Family Learning Program with starting and strengthening conversations about racism with their children from birth to age seven, helping them approach this important and oftentimes challenging topic as part of an energized community of learners and change makers.

CONTACT

Hannah Tu, Special Events Coordinator
(314) 277-2347 or hannah@westories.org



FREQUENTLY ASKED QUESTIONS

WHAT IS DIVERSE STORYCON?

Diverse StoryCon boosts marginalized and #ownvoices books, emphasizing the importance of representation in literature and creating conversation among readers about diversity and inclusion

WHEN IS DIVERSE STORYCON?

The first Diverse StoryCon will be from May 24 to May 26, 2019 from 9 a.m. to 7 p.m.

WHAT IS THE COST TO ATTEND DIVERSE STORYCON?

Tickets begin at \$50 for a 3-day event pass, giving you access to all panels and signings. Books are available to purchase on site.

IS THERE PARKING AVAILABLE?

America's Center has a parking garage on the West Side of 7th Street. There are various spots throughout garages and surface lots through downtown St. Louis as well.

WHERE CAN I GET A MAP AND DIRECTIONS TO AMERICA'S CENTER?

A full list of directions is sent to your email when you purchase your tickets online. Tickets can be purchased onsite when you arrive. To purchase tickets, please go to the Diverse StoryCon Ticket Center at America's Center.

WHEN WILL I RECEIVE MY TICKETS?

If you purchase your tickets on or before March 30, 2019 at 11:59 p.m., your tickets will be mailed to the address you provided. We highly encourage you to purchase your tickets before this date so you have your tickets in advance.

If you purchase your tickets after March 30, 2019 at 11:59 p.m., please bring your confirmation email and a valid ID to the Diverse StoryCon Ticket Pick Up Center at America's Center to pick up your ticket to Diverse StoryCon.

DO I NEED TO BRING CASH?

While many vendors accept both cash and card, we strongly encourage keeping some cash on you. We suggest stopping at an ATM before you arrive as there may not be any in the center.

HOW DO I GET A TICKET TO DIVERSE STORYCON?

Tickets can be purchased online through the We Stories website, EventBrite or onsite at the Diverse StoryCon Ticket Center at America's Center. Tickets cannot be purchased over the phone.

CAN I BRING BOOKS FROM HOME FOR AUTHORS TO SIGN?

Absolutely! Feel free to bring your favorite copy for them to sign. If you choose not to bring your own, complimentary copies of select books will be available until supplies last and books from local sponsors will be available for purchase on the site.

WHAT SHOULD I DO IF I GET LOST FROM MY GROUP?

Find a Diverse StoryCon staff member or security guard and we will help you locate your missing group. We suggest you and your group members exchange contact information with each other if you have not already done so and pick a location to meet when you arrive to Diverse StoryCon in case anyone does get lost.

WHAT IF I LOSE OR FIND SOMETHING?

Please bring all items found to the Security Office. If you have lost something, stop by to see if anyone has found your item and turned it in.

WHAT IF I AM HARASSED?

Diverse StoryCon and We Stories want attendees to be safe during the conference and will not tolerate any form of harassment. Those found to be doing so will be removed from the grounds of Diverse StoryCon without compensation and may have potential legal action. If you find yourself a victim of harassment, please come immediately to the Security Office.

WHAT IS THE REFUND POLICY?

All tickets purchased to Diverse StoryCon are final. Tickets and badges for the event cannot be reproduced or resold - unauthorized reproduction or resale is prohibited and will constitute a forfeiture without compensation. Events are scheduled to change without notice and subject to availability. Access is not guaranteed and/or may require an additional fee.

If, however, you are unable to attend, you may donate your ticket purchase back to We Stories as a tax-deductible contribution.



Diverse StoryCon

NEWS RELEASE

CONTACT

Hannah Tu

Special Events Coordinator

314-277-2347

hannah@westories.org

FOR IMMEDIATE RELEASE

We Stories Launches Book Conference Boosting Marginalized Voices

ST. LOUIS, Oct. 11, 2018 - We Stories is launching a book conference in 2019 to boost marginalized voices in literature and create a conversation about racism among families, hoping to create a more inclusive future.

“We’ve noticed many book events and conferences are held in major cities like New York and Santa Monica, but none of them are held in St. Louis,” said Laura Horwitz, executive director and co-founder of We Stories. “St. Louis has a rich history in literature, and we want to provide opportunities for readers to meet their favorite authors without going far.”

While the organization focuses on children’s literature, the co-founders hope the conference will open the doors to conversation among not just families, but readers from all backgrounds. “One reader talks to another about how we, as a community, can become more inclusive for the future,” Adelaide Lancaster, director of community and collaboration and co-founder, said. “Then that reader talks to five others - it creates a domino effect.”

We Stories plans to host the conference from May 24-26, 2019 with registration beginning October 11. Cost begins at \$50, which includes a three-day pass to the conference. Author lineup currently includes Zac Brewer, Gloria Chao and Adam Silvera. For more information about the organization and conference, visit westories.org.

ABOUT WE STORIES

We Stories uses the power of children’s literature to create conversation, change, hope, and a stronger, more equitable and inclusive future for all. They assist parents through a 12-week Family Learning Program with starting and strengthening conversations about racism with their children from birth to age seven, helping them approach this important and oftentimes challenging topic as part of an energized community of learners and change makers. Learn more at westories.org.

###

Hi Jane,

I really enjoyed your article about [Left Bank Books' guide to BookFest](#) and your feature on the second annual [BookFest St. Louis](#) and thought this article might be of interest to you.

Many major book conferences featuring our favorite authors are hosted in major cities like New York, Chicago, Santa Monica, etc. St. Louis is a major city with a rich literary history and festivals to celebrate, but we don't have any conferences bringing readers together to meet their favorite authors. But we want to make that possible.

We Stories is launching a book conference the weekend of May 24, 2019, boosting authors from different backgrounds and identities - not only will this recognize literature in the local area, but it will also open inclusive conversations among readers of all ages.

I have attached a press release about the upcoming book conference below - I hope you'll consider covering the announcement, and perhaps even attend the conference next year! I'll follow up in a few days with more information about the event - feel free to contact me with any questions or concerns.

Best,
Hannah Tu

Media List

Jane Henderson, St. Louis Post Dispatch

jhenderson@post-dispatch.com

Jane Henderson is the book editor at the St. Louis Post Dispatch, which has a huge reach.

Jason Green, The Arts STL

(contact form on site)

Jason Green is the editor in chief at The Arts STL, a site that focuses on media in St. Louis, including the literary scene.

Evie Hemphill, St. Louis Public Radio

ehemphill@stlpublicradio.org

Evie Hemphill is the St. Louis on the air producer, but one of her [latest articles includes BookFest St. Louis](#), which is similar to the event by We Stories.



Diverse StoryCon

October 29, 2018

Paul Tandy
Chief Communications Officer
Parkway Schools
455 N. Woods Mill Road
Chesterfield, MO 63017

Dear Paul:

We Stories is hosting Diverse StoryCon, a book conference seeking to boost marginalized voices in literature from May 24-26, 2019. The conference will feature panels and signings from local and national authors of diverse backgrounds. While limited editions of books are available, books can be purchased through local vendors at the conference. We are asking for sponsorships from local institutions that may have an interest in the mission of We Stories.

Since 2016, We Stories has been aiming to create a conversation about racism among families in St. Louis through children's literature. We have a 12-week Family Learning Program that introduces participants to books featuring diverse characters and provides resources to help start the conversation. Through your sponsorship, you can help create a new story for our children and city.

Enclosed is a list of the different sponsorship levels. I will be following up with more information about Diverse StoryCon sometime next week. Please don't hesitate to contact with me any questions and concerns you may have as you consider sponsoring us. I look forward to hearing from you!





Sincerely,

Hannah Tu
We Stories, Special Events Coordinator
hannah@westories.org









Diverse StoryCon









SPONSORSHIP PACKAGE

-  Recognition on "Thank You" graphic
-  Company name on conference t-shirt
-  Recognition in sponsor spotlight email
-  Complimentary conference tickets (4)

INNOVATOR - \$5,000

-  Recognition on "Thank You" graphic
-  Social Media promotion (3)
-  Recognition in sponsor spotlight email
-  Complimentary conference tickets (4)
-  Company name on conference t-shirt
-  Company name on all printed material

LEADER - \$15,000

-  Recognition on "Thank You" graphic
-  Social Media promotion (6)
-  Recognition in sponsor spotlight email
-  Complimentary conference tickets (6)
-  Name and logo on conference t-shirt
-  Name and logo on all printed material
-  Verbal recognition at the conference
-  "Sponsored by" at the conference

CHAMPION - \$25,000



Diverse StoryCon

SOCIAL MEDIA TIMELINE



- #DiverseStoryCon
- Countdown Graphic
- Graphics featuring different panels and guests
- Cross-promotion with panelists and publishers



- #DiverseStoryCon
- Countdown Graphic
- Facebook Event w/ link to registration
- Graphics featuring different panels and guests



- #DiverseStoryCon
- Countdown Graphic
- Graphics featuring different panels and guests
- Cross-promotion with panelists and publishers

BEFORE



- #DiverseStoryCon
- Graphics featuring upcoming panels
- Cross-promotion w/ panelists, publishers and attendees
- Live tweet of event with pictures



- #DiverseStoryCon
- Graphics featuring upcoming panels
- Livestream with a panel
- Various images of conference



- #DiverseStoryCon
- Graphics featuring upcoming panels
- Various images of conference
- Story updates of conference

DURING



- Photo collage of conference
- Thank you to sponsors
- Total funds raised
- Number of people signed up for program



- Photo album of conference
- Thank you to sponsors
- Total funds raised
- Number of people signed up for program



- Story recaps of conference and shoutouts to sponsors
- Total funds raised
- Number of people signed up for program

AFTER



SOCIAL MEDIA GRAPHICS

BEFORE

#DIVERSESTORYCON
MAY 24-26, 2019

GROWING UP UNREPRESENTED
Dhonielle Clayton, Daniel Jose Older,
Zoraida Cordova and Ellen Oh
MAY 24 | 12 P.M. | HALLS

#DIVERSESTORYCON
*The Diverse Story Con
Schedule is LIVE!*
MAY 24-26, 2019

BOOK YOUR TICKETS NOW!
WWW.DIVERSESTORYCON.COM

DURING

#DIVERSESTORYCON
MAY 24-26, 2019

Live on Facebook with Angie Thomas
In conversation with Christine Riccio and Amerie
MAY 25 AT 3PM

#DIVERSESTORYCON
MAY 24-26, 2019

"When children cannot find themselves reflected in the books they read, or when the images they see are distorted, negative, or laughable, they learn a powerful lesson about how they are devalued in the society of which they are a part."
RUDINE SIMS BISHOP

AFTER

MARYVILLE UNIVERSITY
Ameren MISSOURI
SSMHealth
Edward Jones
MAKING SENSE OF INVESTING
PARKWAY SCHOOLS

#DIVERSESTORYCON
Thank You to Our Sponsors
MAY 24-26, 2019

#DIVERSESTORYCON
\$256,993
Total Funds Raised
MAY 24-26, 2019



Diverse StoryCon

RADIO AD

Title: Dream of a Better St. Louis

Client/Sponsor: WeStories

Length: 30 seconds

Air Dates: January 1 - May 20, 2019

Hey, St. Louis! Do you dream of a different future? Do you dream of a more diverse and inclusive future? Are you unsure where to begin? We Stories wants to invite YOU and your family to Diverse Con, where authors and readers come together to talk about literature while boosting diverse voices in the industry. Get your tickets early at diversecon.com for \$50 or purchase them onsite at America's Center on May 24 through 26!

###

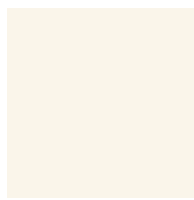
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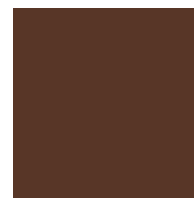
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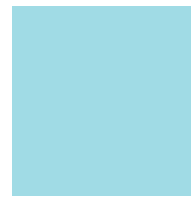
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DIVIDERS





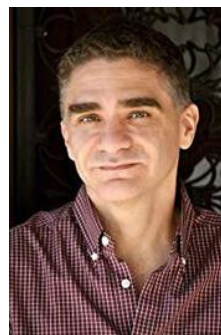
FEATURED PANELS

Diverse StoryCon

GROWING UP UNREPRESENTED: Dhonielle Clayton, Daniel Jose Older, Zoraida Cordova and Ellen Oh
MAY 24 | 12 P.M. | HALL 5



UNLEASH THE LEGENDS AND MYTHS: Jennifer Cervantes, F.C. Yee, Carlos Hernandez, Tomi Adeyemi
MAY 24 | 3 P.M. | HALL 5

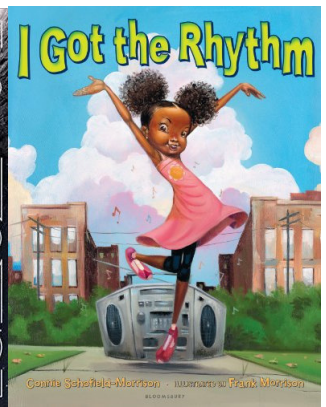
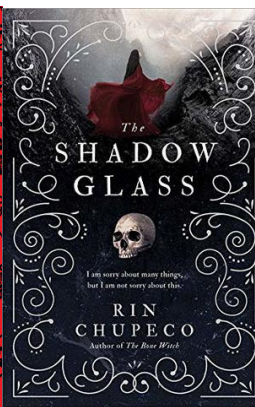
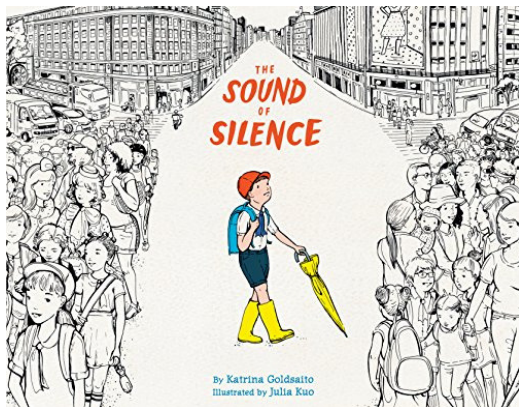
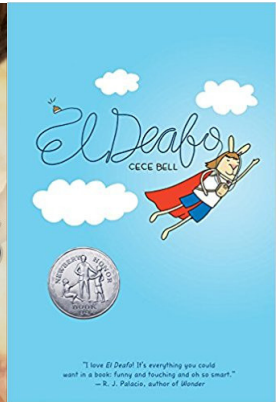
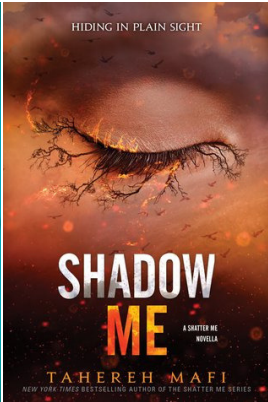
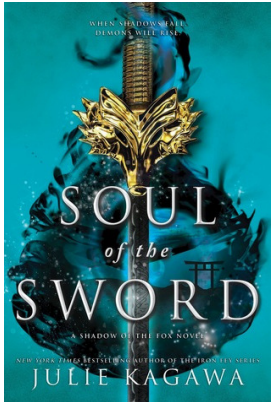
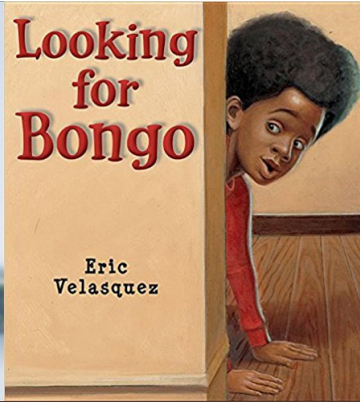
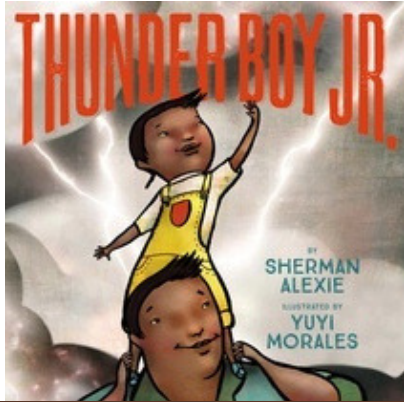


LOOKING INTO THE MIRROR: Sherman Alexie, Connie Schofield-Morrison, Quvenzhané Wallis, Dorina K. Lazo Gilmore
MAY 26 | 12 P.M. | HALL 3



Diverse StoryCon

FEATURED BOOKS





FEATURED AUTHOR APPEARANCES

Diverse StoryCon

**Author appearances subject to change*



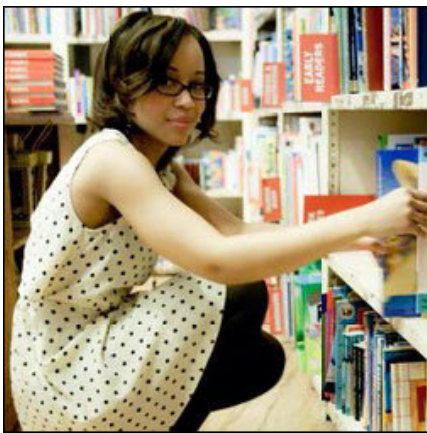
Julie Kagawa, @JKagawa
Shadow of the Fox



Tahereh Mafi, @TaherehMafi
Shatter Me



Daniel Jose Older, @djolder
Shadowshaper



Dhonielle Clayton, @brownbookworm
The Belles



Mark Oshiro, @MarkDoesStuff
Anger is a Gift



Zoraida Cordova, @zlikeinzorro
Labyrinth Lost



Angie Thomas, @angiethomas
The Hate U Give



Elleh Oh, @ElloEllenOh
Prophecy



Yoon Ha Lee, @motomaratai
The Dragon Pearl

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Hey <<First Name>>!

As a current or former member of our 12-week Family Learning Program, we hope you learned a lot about opening the conversation about race and racism in your families.

The conversation doesn't end here.

It is only the beginning, and we want to invite YOU to continue the conversation you began in our program as we join authors from different backgrounds for a three-day conference.

Introducing Diverse StoryCon

May 24-26, 2019 at America's Center



Boost diverse voices, push for a more inclusive future.

As avid readers, we learn about the world through the books we read. From May 24-26, we're going to help make St. Louis better and more inclusive.

Continue the Conversation

Regardless of background, we all dream of opportunities for our children. But

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St. Louis, MO 63108

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We don't want you lost coming to Diverse StoryCon.

We're so glad you're going to be joining us on May 24-26, 2019 for Diverse StoryCon. Now that you've booked your tickets, we want to make sure you arrive at the conference without getting lost and in one piece.

How else would you bask in diversly bookish goodness for three days?

That's why we want to connect you with the right resources to get you to Diverse StoryCon.

Get me there in one piece!

Diverse StoryCon will be hosted at America's Center in Downtown St. Louis.

701 Convention Plaza
St. Louis, MO 63101



For a bigger version of the map, [visit Explore St. Louis](#) (or click the image).

Directions and Parking



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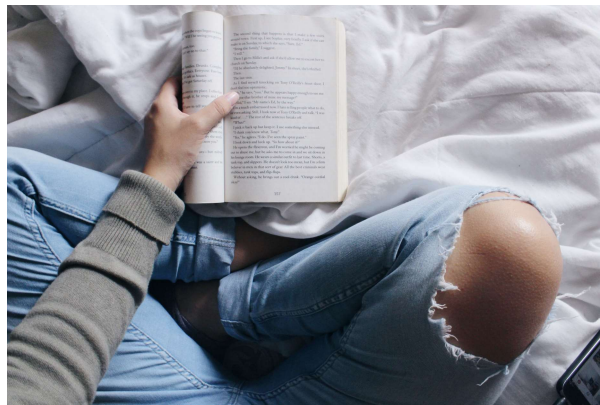
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Gather your books together, <<First Name>>, because Diverse StoryCon is in TWO WEEKS.

We're ready. Are you ready?



We're excited for this three-day conference full of bookish goodness. Meet your favorite authors and gather with fellow book nerds as we emphasize the importance of diversity in literature.

Count Me In

Bags? Check. Books? Check. Phone? Check. Everything is ready to go for you, but you still need one more thing or you'll be lost!

That's okay. We've got you covered.

I Need Directions!

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St. Louis, MO 63108

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DIVERSE STORYCON 2019 | MAY 24-26

CONFERENCE BUDGET			
Estimated Proceeds	\$100,000	Estimated Profit	\$45,800
Estimated Costs	\$54,200		
CATEGORY	TOTAL	CATEGORY	TOTAL
Venue	\$8,150	Marketing and Promotion	\$2,850
Location Rental	\$4,000	Social Media	\$200
Equipment Rental	\$1,500	Radio Advertisement	\$150
WiFi	\$550	Newspapers and Magazines	\$100
Security	\$800	Photography/Video	\$700
Tech Support	\$800	Printing	\$1,200
Additional Staff	\$500	Additional Promotion	\$500
Conference Programming	\$27,300	Miscellaneous	\$15,900
Speakers and Panelists	\$5,000	Food	\$600
Badges and Lanyards	\$5,000	Beverage	\$300
Hotel Accomodations	\$10,000	Family Learning Program Scholarship	\$15,000
Travel	\$7,000		
Family Learning Program	\$300	Proceeds	\$100,000
		Ticket Sales	\$25,000
		Sponsorships	\$70,000
		Donations	\$5,000



Diverse StoryCon

CRISIS PLAN

POTENTIAL CRISES

These are potential crises that could happen before and during Diverse StoryCon:

- Website and server breakdown
- Tickets not going through
- Event or author conflict
- Speakers and authors showing up late
- Running out of food or beverage
- Panel and signing conflict
- Local protests
- Power outage
- Weather related disasters

STAFF TO REACH OUT TO

Hannah Tu, Events Coordinator

hannah@westories.org

314-277-2347

Adelaide Lancaster, Director of Community and Collaboration

adelaide@westories.org

636-451-6792

Joey Breckenridge, Head of Security at America's Center

314-758-4295



Diverse StoryCon

EVALUATION

PURPOSE

The purpose of Diverse StoryCon is to boost marginalized voices in literature of all ages, particularly in children's and young adult.

GOALS AND OBJECTIVES

- Have at least 500 attendees at the conference
- Have at least 150 sign ups for the Family Learning Program

EVALUATION

Have at least 500 attendees at the conference: View number of ticket sales after the conference, including those who purchased before the event and during.

Have at least 150 sign-ups for the Family Learning Program: View number of sign-ups for the program after the event.