



Panera Bread® Book Signing Package

Panera Bread® is proud to work with local authors. We are happy to provide a site for book signings at area Panera Bread bakery-café's.

All books must be approved prior to scheduling a book signing. Books must have no political ties and no controversial content. CSC Investments, D.b.a. Panera Bread® reserves the right to decline book signings should the content be deemed controversial {this includes religion, politics, racial content, any form of discrimination and anything else divisive}. Please fill out the following information and we will be in touch as soon as possible.

Name: _____

Shipping Address: _____

Phone Number: _____ Email Address: _____

Book Title: _____

Book Description: *(you may also send a summary or book)* _____

Signing Date(s): _____

Time: 9-11am 3-5pm 7-9pm

Signing Location(s): _____

Please visit Panera-EastTennessee.com for all of our locations

Panera Bread will provide the following:

- Promotion of the event 4 weeks prior, including: dispersal of a Press Release (to be provided by the author) to area media outlets, Posters displayed in the entry ways and on the Community Bulletin Board (provided by the author or produced by Panera Bread), listing on the local Panera Bread website and on Facebook.
- Seating (table & chair)
- One meal and beverages during event.

The Author must provide:

- A Press Release about the book and author for promotions.
- Graphics of the book and Author's picture for the poster if applicable.
- A signed contract/commitment at least 5 weeks prior to the signing.

Please list other promotions that will be used: _____

Sign:

Date:



Return to: Beth Hutchinson

P.O. Box 2365

Cleveland, TN 37320

or

Beth.Hutchinson@panerabread.com

865-250-4116