

LOYALTY BOOKSTORES

WASHINGTON DC'S BLACK, ASIAN & QUEER OWNED BOOKSTORES | PETWORTH, DC & SILVER SPRING, MD



WHO WE ARE

Loyalty Bookstores was founded in 2018 and is the Washington, DC area's beloved go-to community store for readers and authors. **With two locations and deep partnerships in the community with libraries, nonprofits and schools, Loyalty is proud to support books by queer, trans and nonbinary, and BIPOC writers.**

Loyalty is one of the only bookstores in the country that's co-owned by two people—**Hannah Oliver Depp** (she/they) and **Christine Bollow** (she/her)—who are from two different marginalized backgrounds. We are queer people who are also Black, Filipina, transracially adopted, neurodivergent, and disabled. Both Hannah and Christine are devoted “litizens,” serving frequently as judges for major book awards and honors and moderating author panels and bookseller education sessions.

Loyalty has hosted authors like Jason Reynolds, Nicole Chung, Jesmyn Ward, Viet Thanh Nguyen, and Nikole Hannah-Jones, and has also organized launches for debut and indie press authors, featuring them in stores, in subscription boxes, and shouting from the rooftop via staff picks and social media.

WE CAN HANDLE THAT

- We report to *The New York Times*, BookScan, ABA + submit nominations to Indie Next List
- National and local author launches
- Preorder & signed book campaigns
- Events: ticket bundled, in-store, offsite + virtual
- Conference + festival book sales & partnerships (ranging from 100 people up to 50k+ attendees)
- High profile + celebrity events
- Business to Business Sales
- Subscription boxes and book bundles
- School visits
- Bookstagram & bookfluencer connections
- ABA + NAIBA member store
- Owners + booksellers are skilled moderators, panelists, and presenters

EVENTS

- IN-PERSON EVENTS FROM INTIMATE 20-50 IN STORE UP TO 900 AT OFFSITE VENUES
- STRONG RELATIONSHIPS W/ LOCAL VENUES: MLK LIBRARY, SIXTH & I, LINCOLN THEATRE, JACKIE LEE'S BAR, LOCAVINO WINEBAR + MORE
- CROWDCAST PLATFORM W/ UNLIMITED CAPACITY AVAILABLE
- 43% AVERAGE SELL-THROUGH RATE FOR VIRTUAL + IN-PERSON EVENTS
- BOOK AS TICKET EVENTS

PARTNERSHIPS

- AN OPEN BOOK FOUNDATION
- AWESOME CON (DC'S COMIC CON)
- DC + MD PUBLIC LIBRARY SYSTEMS
- DRAG STORY HOUR
- PEN/FAULKNER
- WELL-READ BLACK GIRL
- ROMANCE READERS & WRITERS CONFERENCE
- ASIAN AMERICAN JOURNALISTS CONFERENCE
- VIETNAM SOCIETY OF DC
- FOLGER SHAKESPEARE THEATRE

RECENT PRESS

- GOOD MORNING AMERICA
- *THE WASHINGTON POST*
- NPR, WAMU, AND MARKETPLACE
- OPRAH DAILY
- DCIST
- MINORITIES IN PUBLISHING PODCAST
- WOMEN'S NATIONAL BOOK ASSOCIATION
- PUBLISHER'S WEEKLY
- THE STACKS PODCAST
- *THE NEW YORK TIMES*

@LOYALTYBOOKS | LOYALTYBOOKSTORES.COM

NOTABLE RECENT EVENTS

AUTHORS | ATTENDEES | SALES | VENUE



Loyalty Team with authors Mia P. Manansala + Thien-Kim Lam

RUPAUL | 910 | 972 | WARNER THEATRE
 ELLIOT PAGE | 750 | 974 | SIXTH & I
 MARTHA WELLS, MALKA OLDER, T. KINGFISHER + KJ CHARLES | 722 | 37 | VIRTUAL
 JANELLE MONÁE | 600 | 703 | SIXTH & I
 VIET THANH NGUYEN | 280 | MLK LIBRARY AUDITORIUM
 LEIGH BARDUGO | 280 | 146 | MLK LIBRARY AUDITORIUM
 JESMYN WARD + JASON REYNOLDS | 225 | 342 | LINCOLN THEATRE
 ROXANE GAY + ANI KAYODE SOMTOCHUKWU | MLK LIBRARY
 SONIA SOTOMAYOR | 265 | 171 | VIRTUAL
 IJEOMA OLUO + RASHIDA TLAIB | 115 | 81 | FIRST CONGREGATIONAL CHURCH
 IMANI PERRY & EDDIE S. GLAUDE JR. | 175 | 41 | VIRTUAL
 KENNEDY RYAN + EMILY HENRY | 83 | 21 | VIRTUAL
 JASMINE GUILLORY + EBONY LADELLE | 75 | 108 | LOCAVINO WINE BAR
 JAMI ATTENBERG + NICOLE CHUNG & JENNIFER CLOSE | 55 | 44 | LOYALTY PETWORTH
 MIA P. MANANSALA | 30 | 28 | LOYALTY SILVER SPRING

NATIONAL PREORDER/SIGNED BOOK CAMPAIGNS



Author signings at Loyalty's Book Fair in partnership with Awesome Con

AUTHORS | NUMBER OF BOOKS SOLD

NIKOLE HANNAH-JONES | 1700
 CLINT SMITH | 1050
 BK BORISON | 971 (3 BOOKS IN SERIES) | 487 FOR LOVELIGHT FARMS (BOOK 1)
 OPRAH WINFREY + DR. BRUCE PERRY | 950
 LUVVIE AYAJI JONES | 400
 BOLU BABALOLA | 130
 NICOLE CHUNG | 100
 MEGHANA NARAYAN | 90



Clint Smith signing another round of *How the Word is Passed*

ORIGINAL PROGRAMMING



Hannah with Jesmyn Ward + Jason Reynolds at our Let Us Descend event

- LITERARY COCKTAILS + AUTHOR EVENTS W/ LOCAL BAR JACKIE LEE'S
- BOOK INFLUENCER MEETUPS IN-STORE
- BOOK CLUBS: AGATHA CHRISTIE + SHERRY, MEET CUTE ROMANCE, IN THE MARGINS (FOCUSED ON BIPOC WOMEN AUTHORS), GAYSIANS (GAY + ASIAN AUTHORS), YA BOOK CLUB (GEARED TOWARDS TEENS)
- INAUGURAL DC FILIPINO AMERICAN LIT FESTIVAL SLATED FOR FALL 2024
- AN 'UNCANCELLED' ASIAN AMERICAN LITERATURE FESTIVAL EVENT
- RECURRING FUNDRAISERS INCL. \$4K FOR QUEER + TRANS YOUTH & \$7K FOR AAPI CAUSES

SUBSCRIPTION PROGRAMS / GIFT BOXES

- LEAP OF FAITH (QUARTERLY BOX FT. DEBUT, DIVERSE VOICES & THEMED BOOKISH GOODIES)
- PERSONALIZED GIFT BOXES FOR ADULTS & KIDS CURATED BY LOYALTY BOOKSELLERS
- JUBILEE JUNETEENTH BUNDLE (ESSENTIAL BOOKS FOR JOY + LEARNING)

SOCIAL + CONTACT

events@loyaltybookstores.com


CHRISTINE BOLLOW

Co-Owner | Director of Programs

christine@loyaltybookstores.com

General Inquiries:

info@loyaltybookstores.com

 36,000+ subscribers

 @loyaltybooks | 28,700+

 @loyaltybooks | 13,200+

 @loyaltybooks | 1,600+

LOYALTYBOOKSTORES.COM