

Telling Tales

Get Involved!



Ambassador's Toolkit

Telling Tales Festival is Sunday, September 17, 2017

www.tellingtales.org

This document is available for download and easy sharing at www.tellingtales.org/ambassadors-toolkit

Welcome to Telling Tales

Telling Tales is a Canadian, not-for-profit organization committed to inspiring a love of reading and raising awareness of the importance of literacy in our communities. We do this by bringing Canadian authors, illustrators, musicians, and storytellers together with their audiences: our children.

Our mission is to deliver outstanding literary programming for children and youth that raises the awareness of the importance of literacy in our communities.

Our vision is to inspire a love of reading and improve literacy levels in children and youth across Canada.

We Need You!

At Telling Tales we are committed to providing literary events that are free to everyone, so we can keep them accessible for all.

As a non-profit organization, we have limited resources to promote Telling Tales, so we rely on our supporters, partners, volunteers, and fans to help share our message and encourage a love of literacy.

We have assembled a toolkit full of helpful resources. It includes:

- Telling Tales information and facts
- Key messages
- Links to our Social Media sites
- Sample Facebook posts and Tweets
- Volunteering
- Advertising and Sponsorship
- Friends of Telling Tales
- Telling Tales Badges and Cover Art
- Resources
- Q&As



Festival Information

The 9th Annual Telling Tales Festival takes place on Sunday, September 17, 2017, from 10 a.m. to 4 p.m.

- Telling Tales is a FREE festival. We are a non-profit organization, so donations to literacy are gratefully accepted.
- Telling Tales Festival is located at Westfield Heritage Village in Rockton, Ontario. It's ideally located only 30 minutes from Hamilton, Kitchener, Cambridge, Waterloo, Brantford, Burlington, Oakville and Milton.
- Free parking is available only at the Rockton Fairgrounds with a complimentary shuttle service to Westfield Heritage Village.
- Can't drive to Rockton? We also offer a bus service from several community locations. Please visit our website to find out more.

Join us for a magical day of storytelling! Over 30 of Canada's leading children's authors, illustrators, musicians, and storytellers will bring their talents to the people. There will be live performances, book signings, readings and costumed characters in a beautiful, historic village setting. Other attractions include a giant Book Swap and Shop, Bryan Prince Bookseller Onsite Book Shop, Children's Activity Centre, contests and prizes.



Facts About Telling Tales

- While the Festival presents and promotes Canadian children’s authors, illustrators, storytellers and musicians, we also raise much-needed funds for community-based literacy projects.
- Since 2009 over \$109,000 has been raised for local literacy programs. We are proud to support the following literacy initiatives:
 - ✓ **Early Literacy Hamilton** is a community-wide collaboration of partners who share the goal of improving literacy levels for all children in the Hamilton region. Their “Read to Your Baby” project ensures board books are given to children at their 18-month enhanced well-baby visit.
 - ✓ **Rotary Summer Literacy Program** helps to provide a summer literacy camp experience for over 2,500 primary and junior students. This program provides at-risk youth in Hamilton the opportunity to develop literacy skills in a fun summer camp setting, all at no cost to the student.
- In 2016 Telling Tales enjoyed record attendance by welcoming more than 7,000 guests.
- Approximately 25% of our visitors travel to the Festival from outside Hamilton – most significantly from the Greater Toronto Area, Kitchener, Cambridge, Guelph, Waterloo, Brantford, Milton, Oakville, Burlington and the Niagara region.
- More than 350 volunteers work tirelessly on Festival day and over 25 volunteers work year ‘round to organize and ensure a successful Telling Tales.
- Award Winning:
 - ✓ Acknowledged by Festivals and Events Ontario as a Top 100 Festival since 2012
 - ✓ Winner of the 2010 Tourism Hamilton Award of Excellence
 - ✓ Rotary International Zone Award for a project that “builds community and bridges continents”
 - ✓ Adult Basic Education Association awarded Telling Tales the top Agency award for our work as a literacy champion in 2013



Telling Tales Makes A Real Impact

- Last year over 1,200 children and parents from high priority schools were brought to the Telling Tales Festival on courtesy buses arranged through both the Hamilton public and separate school boards. Hundreds of books and lunches were given out to these special guests.
- Over 5,000 gently used books were given out, swapped and purchased at the Book Swap and Shop.
- Visitors purchased hundreds of new books from our presenters at the on-site Bryan Prince Book Shop, and a portion of the proceeds are donated back to Telling Tales.



Key Messages

- Telling Tales is a Canadian, not-for-profit organization committed to inspiring a love of reading and raising awareness of the importance of literacy in our communities. We do this by bringing Canadian authors, illustrators, musicians, and storytellers together with their audiences: our children.
- Telling Tales celebrates stories.
- Our vision is to inspire a love of reading and improve literacy levels in children and youth across Canada.
- Over \$109,000 has been raised for local literacy projects in our community.
- Literacy is an essential step in breaking the cycle of poverty.
- With the help of our generous sponsors and the school boards, Telling Tales is able to bring in over 1,200 students and their families from high priority neighbourhoods. These special guests get to spend the day in the country exploring, listening, and watching stories come alive. This is the real reason for Telling Tales.
- We are very proud to offer the Festival free to all, so it is accessible to everyone.
- At Telling Tales children can experience books first hand – authors read from their own books, and costumed actors bring literary and historical characters to life so children can interact with them.
- We firmly believe that reading opens up the door to a world of possibilities and opportunities.
- We have been true to our mission since the beginning: *To deliver outstanding literary programming for children and youth that raises the awareness of the importance of literacy in our communities.*
- Telling Tales is helping to put books in the hands of kids that need it most.
- Telling Tales is now recognized as Canada's most important children's literary festival.
- We are proud to help promote local and Canadian authors and illustrators.



Share on Social Media

Help Telling Tales to grow and let others know about this great children's literary festival.

Your support can be as simple as following us on Facebook, Twitter, Instagram and YouTube, and helping us to spread the word and promote children's literacy.

Visit our Website: www.TellingTales.org

Follow us on Facebook: www.Facebook.com/TellingTalesFestival

Follow us on Instagram: www.Instagram.com/tellingtalesfestival

Follow us on Twitter: www.Twitter.com/tellingtalesffs

Sign up for "The Dragonfly", our quarterly newsletter: www.TellingTales.org

Download our Festival App: meurl.com/tellingtales

Watch our videos on YouTube: www.youtube.com/TellingTalesFestival



Social Media Ideas

Sample Facebook Posts:

-  Reading has a significant impact on our daily lives. Here are some amazing reading facts collected by the National Reading Campaign. Together we can inspire a love of reading in our children! <http://nationalreadingcampaign.ca/wp-content/uploads/2013/09/ReadingFacts1.pdf>
-  “There is no such thing as a child who hates to read; there are only children who have not found the right book.” – Frank Serafini via Telling Tales Festival
-  We all know that reading is good for us. Well here’s an infographic from the National Reading Campaign and CBC Books that looks at the great benefits of reading: <http://campagnepourlalecture.ca/wp-content/uploads/2017/03/Saving-the-world-Infographic.jpg>
-  Here’s a fantastic report by Scholastic Canada that looks at attitudes and behaviours of Canadian parents and children on reading books for fun. <http://www.scholastic.ca/readingreport/>

Sample Tweets:

-  Looking forward to #TellingTales2017 - mark your calendar for Sept 17!
-  Great line-up of #KidLit authors presenting at #TellingTales2017. Plan your day by visiting www.TellingTales.org
-  “Children are made readers on the laps of their parents” – Emilie Buchwald via @TellingTalesFFS
-  Reading opens up the door to a world of possibilities and opportunities. Attend #TellingTales2017!

Sample Hashtags:

#TellingTales2017

#KidLit

#Literacy

#LiteracyMatters



Our Co-Hosts



Telling Tales was inspired by the Rotary International belief that when literacy rates improve, we will break the cycle of poverty. Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. www.rotaryclubhamilton.ca



Westfield Heritage Village is a living history museum featuring over 35 historic buildings from across southern Ontario. The buildings capture the charm and spirit of life in the late 1700s right up to the early 1900s. Visitors witness living history demonstrations by costumed interpreters and take part in guided tours of the 500-acre site. www.westfieldheritage.ca



Hamilton Conservation Authority owns and manages more than 4,500 hectares (10,900 acres) of land, with seven major recreational areas, 20 passive natural areas, 140 km of trails featuring two rail trails and five km of single-track bike trails, 25 waterfalls and several heritage areas including Westfield Heritage Village. www.conservationhamilton.ca



The Hamilton Public Library system is internationally recognized as an innovative leader in adopting new technologies. HPL serves the residents of the City of Hamilton with the revitalized Central Library, 22 branch locations and two bookmobiles. www.hpl.ca



Volunteer

We're always looking for volunteers! We have lots of different positions available on the day of the Festival, and if you're looking for a bigger opportunity, consider joining one of our committees to help plan and promote the Festival year-round. We rely on the support of volunteers to make our Festival a success – please consider lending a hand this year!

Did you know?

- Telling Tales is the true story of a whole community working together to raise readers.
- More than 350 volunteers work tirelessly on Festival day.
- Over 25 volunteers work year 'round on our planning committees to organize and ensure a successful Telling Tales Festival.

Visit www.tellingtales.org/volunteer-opportunities for more information.



Exhibit & Advertise With Us

We are seeking like-minded local businesses and organizations to join our Exhibitor's Marketplace during the Festival. Do you know of anyone that would be a great fit?

The large meadow is a great marketplace for children's literacy-focused small businesses and community organizations. Find out more about exhibiting here: www.tellingtales.org/exhibit-at-the-festival

Advertise in our Festival Insert

Our Festival Insert is distributed in advance of the Festival by the Hamilton Spectator and then distributed free at the event. It has a circulation of 230,000. Contact support@tellingtales.org for more information.

Advertise in our Souvenir Program

The Telling Tales Souvenir Program makes an excellent reading guide for educators and parents. 2,000 copies are circulated widely through schools, libraries, Rotary Clubs, and to all community partners in mid-August. It also serves as a fundraiser as it is sold for \$2 at the Festival. Deadline to book advertising space is June 15, 2017. Contact support@tellingtales.org for more information.



Sponsorship

Telling Tales is a free festival, and we are able to do this because of the generosity of our sponsors. If you know someone, an organization, or a business that may be interested in supporting Telling Tales, please have them contact us.

You can find out more about our 2017 sponsorship opportunities here: www.tellingtales.org/sponsorship-opportunities

Friends Of Telling Tales

Help us to promote literacy in our community by joining as a Friend of Telling Tales. Your gift of \$50 or more will enable us to expand our reach by bringing more children and their families to this year's Festival.

Did you know that one in five individuals in the Hamilton region is living at, or below, the poverty level? It is well documented that a higher level of literacy cultivates a higher standard of living for individuals, society and the economy as a whole. Telling Tales was inspired by the Rotary International belief that literacy rates improve when we break the poverty cycle.

Please consider becoming a Friend of Telling Tales – help us to raise readers together!

www.tellingtales.org/donate



Social Media Badges

Please use these social media badges on your social media channels to help promote the Festival.

Badges - click to download



Facebook Cover Image - click to download



Photos Say It Best

Since our inaugural year in 2009 Telling Tales has accumulated hundreds of beautiful event photos. Images in our Festival Photo Gallery are easy to like and share on your Facebook page and Twitter feed.

If you wish to print any of our photos for publication, please contact us at info@tellingtales.org for permission and photographer credit information.



Resources

We also have many other resources available to help you spread the word.

- Bookmarks - distribute to friends, family, colleagues and service organizations
- Save the Date Poster - print and share from our website
- 2017 Poster - complete list of presenters, print and share
- Our 30-second commercials and presenter welcome videos at www.YouTube.com/TellingTalesFestival
- Telling Tales Fact Sheet
- Souvenir Program - available mid-August
- Donor Report
- Testimonials
- Sponsorship Package
- Volunteer Application
- Exhibitor Application
- Telling Tales Reading List



Q & A

What's the cost?

This is a free event - even the parking is free. However, Telling Tales is a non-profit organization, so donations to literacy will be gratefully accepted.

What are the hours?

The Festival hours are 10:00 a.m. to 4:00 p.m. Gates are open at 9:30 a.m.

What is the parking situation?

We anticipate a large crowd so we have arranged FREE parking at the nearby Rockton World's Fairgrounds located at 812 Old Hwy 8 in Rockton, Ontario. From there visitors will be shuttled to Westfield Heritage Village, a short five-minute ride away. Shuttle service will run all day. We do encourage you to think green and carpool with other family members and friends. There will be no general visitor parking available at Westfield Heritage Village; however, parking for Special needs is available at Westfield Heritage Village.

What should I bring?

Feel free to bring blankets, lawn chairs and a picnic lunch or snacks to enjoy. Bring sunscreen, a hat, and bug spray doesn't hurt either. Don't forget a reusable water bottle that can be filled at the Quench Buggy. Bring an umbrella to chase the clouds away. Bring a few slightly used children's books to donate to the Book Swap & Shop.

What if it rains?

Telling Tales will run rain or shine. Tents and covered buildings will offer some shelter.



Get Involved

The Telling Tales Team wishes to thank you for the important part you are playing in helping us to raise readers.

Any questions? Please contact us at: info@tellingtales.org

