

FIRST BOOK MARKETPLACE
Offering More Great Books (OMG Books) Initiative



About First Book and the First Book Marketplace. First Book (www.firstbook.org) is a 501(c)(3) nonprofit social enterprise that has distributed more than 100 million new books to children from low-income families. The First Book Marketplace is a First Book program that purchases new books from leading publishing houses and offers them at discounted prices exclusively to schools and programs serving children from low-income families. The First Book Marketplace aggregates this new market of community organizations and schools (currently 50,000 strong) and enables First Book publishing partners to earn new profit from this previously untapped customer segment.

OMG Books Initiative Overview. The First Book Marketplace recently celebrated another record year. First Book is also taking strong steps to grow our publisher purchasing relationships in order to offer more books to more programs and schools serving children in need. To this end, First Book is announcing the Offering More Great Books (OMG Books) Initiative. Through this initiative, the First Book Marketplace will make a one-time non-returnable special purchase of \$500,000 from a selected publishing partner.

We would like to invite you to submit a proposed purchase order of \$500,000 for First Book's consideration (details below). This purchase would be an incremental sale in addition to the ongoing purchases First Book regularly makes from our publishing partners.

The OMG Books initiative is an example of First Book's dedication to our core mission and goals:

1. Lowering the barriers of access to educational materials for our country's hardest to reach children, and
2. Providing the highest quality books at the lowest possible prices.

Recognizing the power of our increased economies of scale, First Book will be offering a \$500,000 non-returnable purchase to one publishing partner.¹ First Book is interested in the highest quality titles including award-winning classics and new favorites. For this OMG Books initiative, First Book is particularly interested in books focused on voices that are typically under-represented in children's books—minorities, characters of color, and others whose experiences resonate with the children First Book serves. Publishers may use the attached submission form to present their proposed purchase in one of two ways:

¹ \$500,000 refers to amount First Book will be paying not the retail value of the books purchased (the retail value of books purchased will be higher).

- **Option One: Publisher proposes a special one-time flat discount.** A publisher could choose to offer First Book a one-time flat discount of X% off their entire list (or their list with certain title exceptions) for this special purchase of \$500,000. This discount would need to be greater than the discount ceiling of any ongoing First Book terms already negotiated. The proposed title list could be limited based on title availability and reprint schedules.
- **Option Two: Publisher proposes a specific title/quantity list for a special one-time price.** Publishers choosing Option 2 should submit a list of 200-400 titles to be delivered domestically in specified quantities per title. The title list should be submitted using the attached spreadsheet template. In this option, First Book is especially interested in the following:
 - Quality
 - Price
 - Award winning/best of show titles
 - Titles reflecting cultural diversity
 - High quality non-award winning titles
 - First Book is not interested in books featuring licensed characters or movie tie-in books

Moreover, in this option the title list should be broken into the specified categories below. Each category should include 20-30 titles and the entire list should have at least 200 and no more than 400 titles. If you are unable to propose an assortment for a given category please leave that category in the spreadsheet blank.

- Board book assortment
- Ages 4-8 picture book assortment
- Ages 4-8 nonfiction assortment
- Ages 9-12 fiction assortment
- Ages 9-12 nonfiction assortment
- Ages 7-10 early reader/chapter book assortment
- Young Adult titles
- Spanish/English bilingual assortment (Ages 0-8)

Timing and delivery: The selected publisher will need to ship the books to two US locations TBD. Books must arrive after April 1, 2013 and before April 15, 2013. Freight to these warehouses should be free or built into your submission.

Additional considerations: In addition to price and quality, First Book is also interested in two other considerations: 1) growing our network of programs and schools serving children from low-income families and 2) expanding First Book Marketplace offerings to include eBooks and digital resources.

- *If you have ideas for how your publishing house might work to spread the word about First Book to programs and schools serving this market segment, please include these with along with your submission.*

- *If you can work with First Book to put us in touch with the appropriate person on your team to explore offering your eBooks at discounted prices exclusively to this market segment, please include this information with your submission.*

Deadline: Please submit the attached cover sheet along with any additional materials by 5pm ET on February 6, 2013 via email to OMGBooks@firstbook.org.

First Book welcomes questions about this process. This is our first experiment in this category and we reserve the right to be shameless in our quest to bring more books to kids in need. To that end, we may come back with questions or requests for adjustments before making our final decision. Furthermore, First Book may choose not to select any submissions OR may choose to accept more than one \$500,000 proposed purchase.

We look forward to announcing the selected purchase (or purchases) by February 13 or earlier. Specifics of all submissions will be kept confidential.

**FIRST BOOK
OMG BOOKS INITIATIVE SUBMISSION FORM**

Please check one:

I am choosing **Option One** and am offering First Book a one-time flat discount of ____% off our entire list (pending availability). I have attached a list of titles/series that are not eligible for this offer, if applicable.

I am choosing **Option Two** and have completed First Book's Excel spreadsheet template (attached).

If appropriate, please also attach any ideas or contact information you might have related to the following:

- How your publishing house might work to spread the word about First Book to programs and schools children in need.
- An introduction to the person on your team able to explore offering your eBooks at discounted prices exclusively to First Book's market segment of programs and schools serving children in need. Please disregard if you have already done this.

Please also add any additional notes here (or on an additional sheet):

Submitted by:

Name: _____ Publisher: _____

Title: _____ Phone: _____