



THE WILBUR &
NISO SMITH
FOUNDATION

Be Part of the Prize

When submitting an entry to the Wilbur Smith Adventure Writing Prize, we understand publishers would like to know how their book will benefit beyond the chance for the author to win the £10,000 award.

The Prize uses its network, subscribers and followers to amplify the conversation around each of the books on the shortlist and to reach new readers. Below is a sample of the promotional activity delivered by the Prize team. If your entry is shortlisted, we will:

- Create and share bespoke artwork and content to promote the novel, both as part of the shortlist and as an individual title. This includes:
 - A 'Shortlisted for the Wilbur Smith Adventure Writing Prize' roundel.
 - A marketing suite of materials, with assets featuring the book cover, author image, extracts from the book, and reviewer quotes. These can be used on all digital channels.
 - Quickfire author interviews for all digital channels.
 - Social media book giveaways

- Include the title in an online Readers' Vote campaign which equates to one seat on the judging panel and is widely promoted by the Prize and our partners.

- Provide discussion sheets, display resources and marketing materials to libraries and reading groups across the UK, in partnership with national charity, The Reading Agency.

- Run an online shadowing opportunity for book clubs across the UK, to read the shortlisted books and meet the authors.
- Generate various press and PR opportunities, both in-house and external. These may include:
 - An author interview for the Foundation website.
 - Multiple inclusions of the title in the Prize newsletter.
 - Promotion of the novel on social media, across the Prize, Foundation and Wilbur Smith channels, as well as the channels of others involved in the Prize including, for example, judges, book clubs and libraries.
 - Participation of the author in an episode of the 'That Wilbur Smith Show' podcast.
 - Print and broadcast opportunities. These have previously included features on *BBC Radio 5 Live*, *BBC Radio 4 Open Book*, *The Daily Mail*, *The Times*, *Bookseller*, *Book Brunch*, *Books + Publishing*, *Brittle Paper*, *The British Blacklist*, *Londnr magazine (now Lost Art)*, *TripFiction*, *Five Books*, and news sources local to individual authors.
 - Contributions and visibility in partner publications which have previously included *Write On! Magazine* and *Write On! Digital*, and the *Pen to Print* podcast.
- Promote the title to social media content creators, as well as book recommendation websites.
- Sell the title via the Prize's *Bookshop.org* page and other affiliate links.
- Invite the author and team to an in-person awards reception, with press and photo opportunities.

After the Prize:

The Prize is awarded by The Wilbur & Niso Smith Foundation, a charity dedicated to supporting writers, promoting literacy and advancing adventure writing as a genre. The Foundation continues to invite the authors longlisted and shortlisted for the Prize to be involved in its wider work and events after the Prize cycle ends.