

The Big Idea

World Book Day is marked annually on 23rd April in over 100 countries around the world.

This day is geared towards promoting the pleasure that comes with reading books; a day set aside to honor authors and their literary work.

We will do a mall wide book immersion that will publicize and celebrate literary work in Kenya, Africa and the world at large.





VM BOOKLAND

CELEBRATING WORLD BOOK DAY

21st – 23rd April 2023

**BOOK SALES | AUTHOR MEET & GREET |
CREATIVE MASTERCLASS | BOOK DROP-OFFS |
BOOK CLUB IMMERSIONS**

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Management reserves the right of admission



Our Objectives

1

Acknowledge the World
Book Day and Celebrate
authors

2

Publicize the literary world

3

Have a wholesome
experience for booklovers



Book Reading

Book Signing

**Spoken
Word**

Storytelling

Author Meet and Greet

Book sales

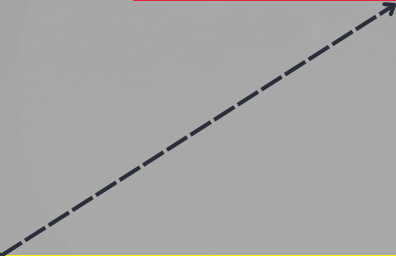
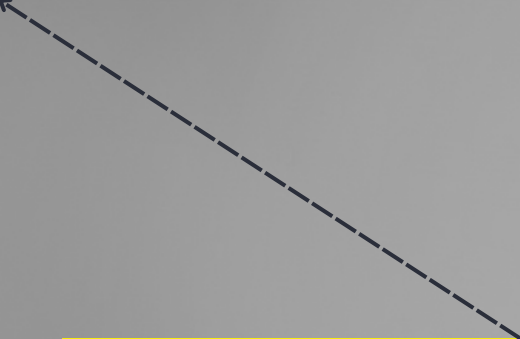
VM Bookland

**Writing
Masterclass**

Book Club Immersions

Book Drop-offs

Poetry



Event schedule

21st April

Book Sales
Poetry Night
Spoken Word
Book Dropoffs

22nd April

Book Reading
Book Signing
Author Meet & Greet
Creative Masterclass
Book sales
Book Dropoffss

23rd April

Storytelling
Book club immersions
Spoken word
Book Sales
Book Dropoffs

Partnerships

GOLD

Book Retailers
Publishers

KSHS.20,000 + VAT

3 by 3 metre space

1 table

2 chairs

SILVER

Self-Published Authors

KSHS.10,000 + VAT

3 by 3 metre space

1 table

2 chairs

Contact Information

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or

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VILLAGE MARKET