

# SCHOOL VISITS & EVENTS

WITH THE ROOTLETS AUTHOR,

**VICKI MARQUEZ!**

[www.therootlets.com](http://www.therootlets.com)



## 1. WHY SHOULD MY SCHOOL SCHEDULE AN AUTHOR VISIT?

Because your SCHOOL ROCKS...and an author visit is magical! Meeting an author is an exciting experience for students...one that inspires them to read more, write more, dream more, create more and (in our case) eat more veggies!

Besides promoting literacy and encouraging a deep love of reading and language arts, author visits also create special, lifelong memories that your students will share forever!

Still need more convincing? When you give your educators a short break from teaching and tell your students to get ready for a fun afternoon of story-telling, adventure and veggie-powered superheroes, they're all going to love you more than they already do. And that's a lot!

*And*, drumroll please...when you schedule a visit with me **this** school year, your school will automatically be included in The Rootlets' School Rocks program! It doesn't get much more magical than that!

**Now, I'm sure you've got a lot more questions, but before you read on for those answers, I want to let you know that you can contact me directly at anytime! I'd love to chat & learn more about you and your school!**

**YOU CAN REACH ME AT:** [vickimarquez@therootlets.com](mailto:vickimarquez@therootlets.com)

**PHONE:** 312-391-3848

## 2. CAN YOU TELL ME MORE ABOUT THE ROOTLETS' SCHOOL ROCKS PROGRAM?

So glad you asked! Good nutrition and reading are two things that I'm *very* passionate about – they're also two *very* important ingredients that help children succeed in school...and in life!

I created The Rootlets' School Rocks program as a way to partner with educators to inspire a new generation of lifelong readers and healthy eaters! Through education and entertainment, the program empowers students to build Super Roots (aka healthy habits), eat more veggies and nurture their love of literature.

The Rootlets' School Rocks program provides book donations, discounts and fundraising incentives to school libraries to promote wellness and reading. The program also includes complimentary author events and classroom visits and toolkits for educators that include discussion guides, printable activities, healthy eating and living tip sheets, online learning, games, coloring and more.

And my personal favorite part of The Rootlets' School Rocks program is our *Rooting For You* initiative, which supports my personal mission to spread social goodness, kindness and wellness by giving back to the kids of our community and beyond!

**Veggies are cool. Reading is cool. Kindness is cool. And School Rocks! So, let's have some fun and VEGucate together!**

Want all the rockin' details of our School Rocks program? Download **The Rootlets' School Rocks Program** document on the School Visits page of our website! [www.therootlets.com](http://www.therootlets.com)

## 3. WHAT CAN MY SCHOOL EXPECT DURING A VISIT?

Every school visit is different (which is part of the magic!) but my goal with every visit is always the same...to create a super fun and memorable experience for the entire class to share!

You can also expect that my visit will encourage students to dive into their imaginations, to read more, write more, dream big, follow their passions and to get wildly excited about vegetables!

Visits with me can consist of any one (or a combination!) of the following:

- **The Rootlets Reading Experience** (30 minutes per session; up to 60 students in one location, Grades 2 – 4)
- **The Rootlets Scoop** (30 minutes per session; up to 60 students in one location, Grades 2 – 8)
- **Follow Your Breadcrumbs Presentation** (30 minutes per session; up to 60 students in one location, Grades 6 – 8)
- **Family Reading or Literature Night** (Combination of The Rootlets Reading Experience & The Rootlets Scoop.)

You can find more detailed information on each of these sessions on the **School Visit Information Sheet**...and sessions can always be customized to fit your school's unique needs and wants!

#### **4. HOW CAN MY SCHOOL CREATE BUZZ FOR YOUR VISIT?**

Buzz is a beautiful thing. Not only does it prepare your students for the visit, it also creates an excited energy within the classroom.

**Here are some things you can do:**

- **Share information about The Rootlets, our School Rocks program, and my visit with your teachers, administration and students! You can even share it with other schools in your area...because those schools rock, too!**
  - Simply pass along this document, share our website [www.therootlets.com](http://www.therootlets.com) (which is jam-packed with cool stuff!) or forward my contact information. [vickimarquez@therootlets.com](mailto:vickimarquez@therootlets.com)
- **Hang some wall art!**
  - Free downloadable posters are available on the “School Visits” page of our website. Print as many as you’d like and then post them around the school – or send them home with your students!
- **Introduce your students to The Rootlets – Brocc, Carrotina, Cornelius and Kaley – and our books! School visits are much more successful when students are familiar with the characters in advance of the visit.**
  - Share our website with your students and explore The Rootlets’ world together! See where The Rootlets live, work, learn and play, then print some fun puzzles, games and learning activities for your students to enjoy!
- **Host a Rootlets book sale!** (See #7 for more info on book sales)

#### **5. DOES MY SCHOOL NEED TO DO ANYTHING ELSE TO PREPARE FOR YOUR VISIT?**

Not really...but depending on the session(s) you book, here are a few things that can help make the day run as smooth as coconut cream!

**Some handy equipment:**

- A microphone (for sessions with more than 30 students)
- A table or desk for props, products or book signing (see #9 for more info on book signings)
- A media cart with laptop, projector and room that darkens (for the Follow Your Breadcrumbs Presentation only)
- A tech wizard is always helpful to have in the beginning...just to make sure that the mic is on and the projector projects.

#### **6. LET’S TALK FEES, PLEASE...WHAT WILL AN AUTHOR VISIT COST MY SCHOOL?**

**My regular fees for the current school year are as follows:**

**LOCAL:** (within 30 miles of Chicago)

- \$200 per single session
- \$500 half day, up to three sessions
- \$800 full day, up to five sessions
- Up to 30 minutes per session
- No more than 1 hour between sessions
- Fees are discounted if book sales are held as a part of the event

**OUTSIDE MY LOCAL AREA:** (beyond 30 miles of Chicago)

- \$1,400 for first day, plus travel & lodging (if applicable) expenses
- Up to three sessions per day
- Up to 30 minutes per session
- No more than 1 hour between sessions
- Day rate drops to my local day rate (\$800 per day, no additional travel expenses except for hotel, if required) for additional days
- Fees are discounted if book sales are held as a part of the event or for multi-school bookings

## FLYING TO ANY DESTINATION:

- Flat rate of \$2,200 for the first day, *all expenses included*
- Up to three sessions per day
- Up to 30 minutes per session
- No more than 1 hour between sessions
- Day rate drops to my local day rate (\$800 per day, plus expenses) for additional days
- Fees are discounted if book sales are held as a part of the event or for multi-school bookings

### BUT...I love discounts, donations and deals:

I know budgets can be *very* tight and funding can be nearly impossible. That's why I offer a variety of cost-saving options and fundraising solutions for all of my School Rocks schools!

## 7. NOW WE'RE TALKING! HOW CAN MY SCHOOL SAVE MONEY ON A VISIT?

### HOST A ROOTLETS BOOK SALE!

As I mentioned above, fees are discounted (and in some cases waived!) if a Rootlets book sale is held prior to my visit.

Each time I visit with a class, the students are eager to find out where they can buy the book for themselves – which isn't surprising because kids love to own their own things – especially if those things are tied to a happy event, such as a school visit with an author!

Studies also show that when it comes to books, **ownership** actually increases the child's chances of developing stronger read-at-home habits, thereby; improving their reading and comprehension skills. AND...book sales are a really fantastic way to create buzz and excitement about our upcoming visit! It's a win-win-win!

### A little bit about my books:



### THE ROOTLETS AWARD-WINNING BOOKS:

- Showcase the superpowers of veggies and good nutrition in a refreshingly fun way
- Can easily be differentiated for diverse learners
- Are excellent examples of how figurative language can be used in literature and can help students learn about puns and other literary terms
- Can be used as “DEAR” (Drop Everything And Read) books
- Are jam-packed with bold, bright, colorful illustrations that are visually captivating and will dazzle students' imaginations



### There are two ways you can host a Rootlets book sale:

1. You (the school) can pre-purchase copies of *any* book in The Rootlets series for your students at the discounted rate of: \$10.00/per book

#### The Rootlets' School Rocks Benefits Include:

- Exclusive discounted price per book
- Discounted (or waived!) school visit fees
- Inclusion in our *Rooting For You* initiative (fundraising for your school library or PTA and Lurie Children's Hospital)
- Providing your students with their very own copy of a Rootlets (author autographed) book

2. Parents and/or students can pre-purchase *any* book in The Rootlets series at the discounted rate of: \$10.00/per book

#### The Rootlets' School Rocks Benefits Include:

- Exclusive discounted price per book for your students
- Discounted (or waived!) school visit fees
- Inclusion in our *Rooting For You* initiative (fundraising for your school library or PTA and Lurie Children's Hospital)
- No cost for your school

**EVERY SCHOOL** is welcome to take advantage of The Rootlets' School Rocks book sale benefits and participate in our *Rooting For You* initiative, without hosting an author visit!

### **A FREE ROOTLETS BOOK DONATION - A SCHOOL ROCKS EXCLUSIVE!**

Ready for my extra-special *SPECIAL*?

With every school visit that you schedule, or Rootlets book sale that you host, I'll donate a free copy of my first book, *The Rootlets: Super Rootabilities*, to your school library!

### **ROOTING FOR YOU - ANOTHER SCHOOL ROCKS EXCLUSIVE!**

Our *Rooting For You* fundraising initiative is absolutely my favorite part of our School Rocks Program! Here's how it works:

For every Rootlets book sale held at your school, I will donate 10% of total book sales to your school library or PTA and 10% of total book sales to Lurie Children's Hospital in Chicago.

It's my personal mission to make a difference in the lives of children...I'm rooting for them to grow up healthy, smart and happy! *Rooting For You* allows me to live my mission by giving back to your school to promote education and to our friends at Lurie Children's to positively impact childhood health and wellness.

In addition to monetary donations, *Rooting For You* also connects your amazing students with the sweet patients of Lurie Children's, through inspiring and motivational Rootlets greeting cards. Every student that purchases or receives a Rootlets book will also receive a card that they can personalize for a child in the hospital. This is a great way for your students to spread kindness and smiles, and to root for the children of Lurie Children's to stay strong and be brave!

### **MORE WAYS TO SAVE MONEY ON AUTHOR VISITS:**

#### **A MULTI-SCHOOL BOOKING!**

*Please note: this option is currently only available to schools located more than 30 miles outside of Chicago.*

A great way to save money on a visit is to "share" me with another school (or several other schools) in your area. This discounts my fee and it also allows you to split travel costs.

For more information on multi-school bookings and discounts, email me at: [vickimarquez@therootlets.com](mailto:vickimarquez@therootlets.com)

#### **SEEK FUNDING!**

Here's a helpful tip for you to consider and pursue independently.

Consider partnering with a business in your area! Several companies, such as Walmart and Target, have grants available for local school events such as author visits. You can Google a company name, along with "literacy grant," and you'll find many options. The National Institute for Literacy also has a list of corporate grants on its website: [www.nifl.gov](http://www.nifl.gov)

### **8. HOW DO WE PAY YOU?**

All of that will be ironed out when we discuss your school's needs and budget. Once we've agreed on a visit, I'll send you a contract, listing all of the event details (date, time, schedule, fees, etc.), and an invoice, if applicable.

But generally, payment of all fees, expenses and book purchases made by the school are due **on the day of the visit**. If your PTO/PTA is covering the cost of the visit, please let them know that the check needs to be ready at this time.

Checks can be made payable to: **The Rootlets, LLC**

For orders placed by parents and/or students, I'll ask that one teacher or administrator be responsible for collecting the order forms and payments from the students in advance of our visit so that it is ready **on the day of the visit**.

### **9. WILL YOU SIGN BOOKS FOR OUR STUDENTS?**

Absolutely! I'd be happy to autograph your students' books and there are two book signing options available.

1. We can schedule additional time for a personalized book signing with your students, at your school, on the day of my visit.

**OR**

2. You can provide me with the names of those students who will be receiving or purchasing a book and I'll sign their book(s) in advance of our visit. For this option, students' names must be emailed to me **at least** one week prior to our event.

## 10. I'M REALLY INTERESTED IN SCHEDULING A VISIT! WHAT SHOULD I DO NEXT?

Excellent! I'm really excited to learn more about you, your school and your students. For questions, more information, to schedule your author visit, or to join our Rootlets' School Rocks program, simply send me an email or give me a call! I'd love to hear from you!

**YOU CAN REACH ME AT:** [vickimarquez@therootlets.com](mailto:vickimarquez@therootlets.com)

**PHONE:** 312-391-3848

**ONLINE:** [www.therootlets.com](http://www.therootlets.com)

**OR FOR GENERAL INQUIRES YOU CAN ALSO EMAIL:** [contact@therootlets.com](mailto:contact@therootlets.com)

## WHAT OTHER TEACHERS AND STUDENTS ARE SAYING:

### FAMILY READING NIGHT AT KINZIE ELEMENTARY



*"A school visit by a children's book author is an exciting way to promote literacy. Our students absolutely loved their visit with Mrs. Marquez. She was inspiring and entertaining as she shared her adorable Rootlets with our 2<sup>nd</sup> and 3<sup>rd</sup> graders." – Ms. Ross, Chicago Public Schools teacher*

*"Our first and second-graders ALL loved the story and they were excited to give Mrs. Marquez ideas for her next book, which I thought was fantastic! We loved having her read to the kids and I LOVE the Rootlets, too!" – Ms. Foster, Sunrise Acres Elementary teacher*

*"I like the names of the characters in the Rootlets because they come from vegetables." – 7th grader*

*"I told my family about The Rootlets and we started to eat a lot of vegetables." – Eddie, 2nd grader*

*"Vicki's Breadcrumbs presentation is entertaining and inspirational for both students and staff. She is a natural with kids; my students didn't want her to leave." – Mike Sacharski, Peck Elementary teacher*

*"I liked Mrs. Marquez's presentation because it taught me to go for your dreams and never give up." – 7th grader*

*"I can't wait to see what The Rootlets are going to do on their next adventure. I like how they are all different too!" – Chloe, 3rd grader*

### LITERACY NIGHT AT PECK ELEMENTARY



### ROOTLETS READING AT SUNRISE ACRES

