



SPARKPOINT STUDIO 2020 HIGHLIGHTS

SPARKPOINT STUDIO

Top 30 Fastest-Growing, Most Innovative Companies: Founder Crystal Patriarche was awarded the Sun Devil 100 Award for the **third year in a row.**



Collaborating with female entrepreneurs



JAIME SCHMIDT, Founder of Schmidt's Naturals and author of *SUPERMAKER*



CREATIVE LABEL, Social Media Collaborators



TRACI THOMAS, Consultant and FRC Host



**ALT Summit
2020**



Featuring partnerships with Macmillan Audio and Toyota

Giving Back: In 2020, our communities faced unprecedented challenges. We continued to make charitable giving a top priority and supported the following organizations.



Response and Relief

Chandler CARE Center (hygiene and food kits for families facing unemployment and meal distribution at local schools)

COVID Relief donations from our Summer Book Sale



Holiday Giving

Chandler Food Pantry
Arizona State University Pitchfork Food Pantry
Family "adoptions" for holiday gifts



Efforts to **#amplifymelanatedvoices**

Writers Against Racial Injustice
#AuthorsforBlackVoices
We Need Diverse Books (for the second year!)

Never Counted Out (a non-profit that empowers at-risk youth through book donations and artist mentorships)

BOOKSPARKS



PUBLICITY

As we began a new decade in business, our innovative and industry-leading publicity division continued to place our clients' books everywhere leading to hundreds of national media hits, extensive influencer coverage and several celebrity mentions.

5,029 Media Hits in 2020 | **129+ PR Campaigns in 2020**

Nearly **65K** #booksparks mentions on Instagram

Nearly **200K** #booksharks mentions on Instagram

Celeb Love for Our Books



OPRAH WINFREY



MARGARET CHO



CHRIS PRATT



NICOLE KIDMAN



JENNA BUSH HAGER



EMMA ROBERTS



GWYNETH PALTROW



JAMIE LEE CURTIS



WILLIAM SHATNER



LANCE BASS



SYDNEY SWEENEY

AND MANY MORE!

Reading Challenges and Digital Campaigns



CAMP BOOKSPARKS In 2020, we expanded our annual Summer Reading Challenge with more virtual ways to read along with us including audiobooks, ebooks and online author events.

15MM+ total
reach

4K #SRC2020
mentions

440+ Media
mentions

Reading Challenges and Digital Campaigns



Winter Reading Challenge: *Après Ski*

Featured a Sundance event with Katherine Schwarzenegger Pratt



Spring Reading Challenge: *Get the Book Look*

Our first fashion + books crossover campaign



Fall Reading Challenge: *Fall 2020 Stacks*

Our most inclusive challenge yet with 95% BIPOC influencers and #ownvoices perspectives

BookSparks Live Events



Sundance *Après Ski* Pop-Up PARK CITY, UT

During the



Featuring: Katherine Schwarzenegger Pratt in conversation with Jenny Jin of PureWow



The Book Nook at ALT Summit 2020 PALM SPRINGS, CA

In partnership with
macmillan
audio

A 5-day event reaching more than 535K attendees, panelists and readers



Summer Reading Virtual Book Chat

In partnership with



Featuring: Kevin Kwan in conversation with Jenny Jin (also featuring Michele Campbell, Susie Orman Schnall, Esme Addison)

PUBLISHING



In 2020, our presses were:

Featured in 1,500+ publications

Awarded over 250 awards, medals and finalist titles

Proud to donate to BINC (Book Industry Charitable Foundation) to support the indie publishing community

Pushing Equality in Publishing

Published books by 3 winners of our STEP (She Writes Press Toward Equality in Publishing) contest: Yodassa Williams, Veena Rao, Robin Farmer

Awarded Erica Jade Crystal a STEP contract for Fall 2021

Lifetime Achievements

She Writes Press signed its 618th title

SparkPress signed its 134th title

134 bestselling authors in the lifetime of our presses

SHE WRITES UNIVERSITY



Shared more than 30 classes FREE of charge for writers during the pandemic

SHE READS



Nearly **2 MM** page views since 2018

900K+ page views in 2020

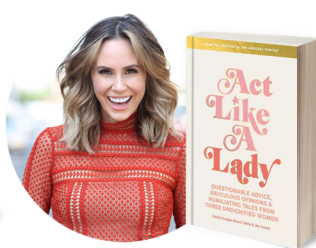
300 articles shared

15 contributors added

Notable Guest Editors:



Silvia Moreno-Garcia



Keltie Knight

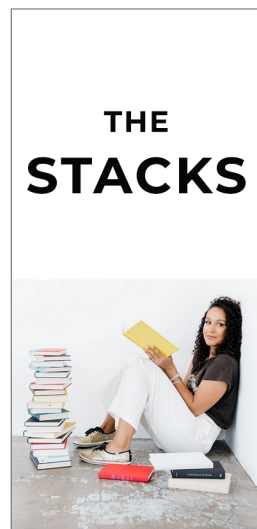
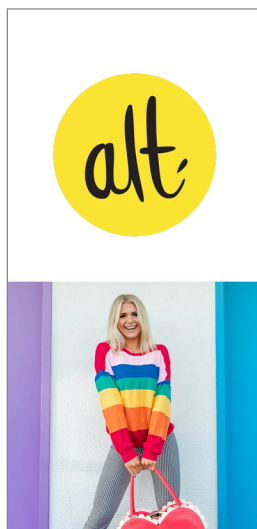
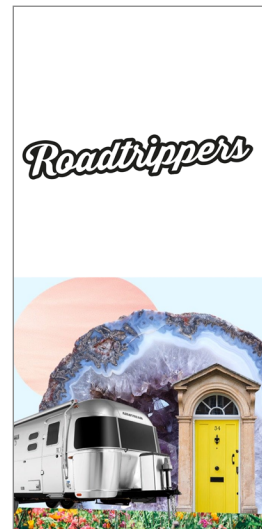
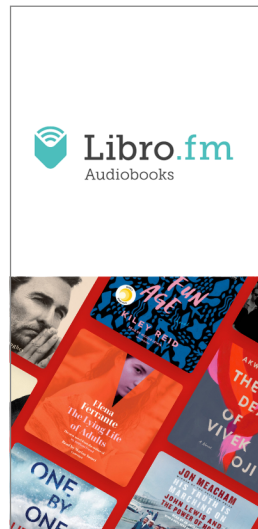
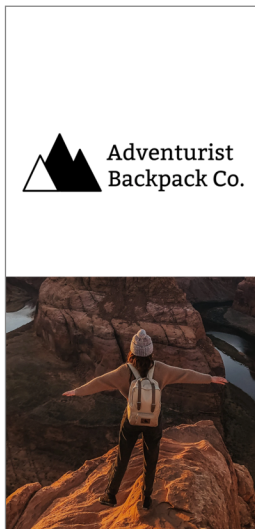
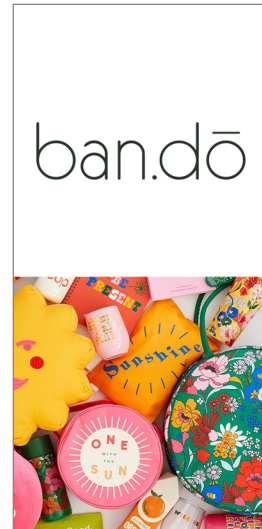
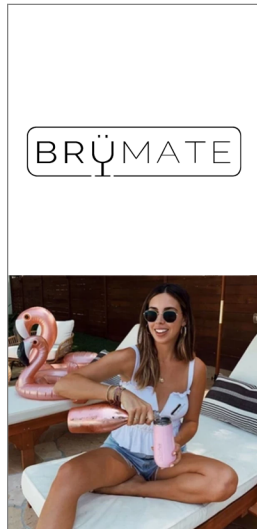
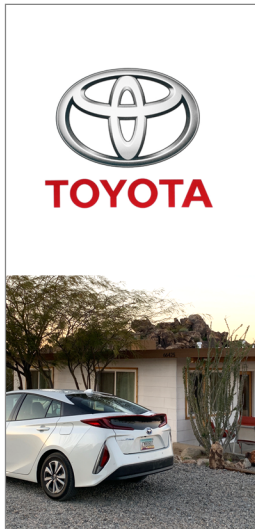


Rebecca Serle



Yaa Gyasi

2020 Brand Partnerships



COMMITMENT TO DIVERSITY IN PUBLISHING

In 2020, it became more apparent than ever before that there is deep inequality in publishing. We increased our diversity initiatives to include:

- Mandatory diversity and inclusion training for our staff
- Collaboration with BIPOC consultants and experts to address key issues in our organization, in our influencer network and in our industry
- Added 8 new BIPOC contributors to our She Reads site
- Publishing 3 STEP (She Writes Press Toward Equality in Publishing) contest winners:



Yodassa Williams



Veena Rao



Robin Farmer

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In addition to these initiatives, we proactively worked to expand our influencer network to increase representation of diverse perspectives, partnered with Amistad to promote their titles by authors of color, and increased representation of authors of color and #ownvoices experiences in our client roster. These efforts are an ongoing initiative for our company, and we're committed to continuing to increase representation across our lists and in the industry as a whole throughout the next year.

