

Barnes & Noble is dedicated to the communities we serve

and welcomes the opportunity to create partnerships with schools, not-for-profit groups, and community organizations.

We have developed a number of

programs and discounts to benefit

these organizations. *This packet describes*

the following opportunities in detail.

FUNDRAISING OPPORTUNITIES

- Barnes & Noble Voucher Bookfairs
- Gift Wrap Program

SUPPORT FOR SCHOOLS AND EDUCATORS

- Institutional Purchasing Program
- Educator Discount Card
- Educator Appreciation Events
- Summer Reading Program
- Fundraising
- Curriculum-Based Programming
- Extensive Education Section
- Principal Storytime
- Required Reading Lists

INSTITUTIONAL PURCHASING PROGRAM

- A discount program for all 501 (c)(3) not-for-profit organizations, including schools, public libraries, civic groups, religious organizations, churches, and government agencies.

PROGRAMS AND SERVICES

- Book Groups
- Storytimes and Costume Characters
- Meet the Writers
- Libros en Español
- Schools and Educators

DISCOUNT PROGRAMS

- Barnes & Noble Member Program
- Institutional Discounts
- Educator Discount

GIFT CARDS

- Bulk Gift Card Program

BARNES & NOBLE PUBLISHING

- Barnes & Noble Classics
- Spark Educational Publishing
 - SparkNotes™ Literature Guides
 - SparkNotes Study Guides

Fundraising Opportunities

Barnes & Noble Voucher Bookfairs

Barnes & Noble bookfairs provide the perfect fundraising opportunity for schools and not-for-profit arts and literacy organizations.

A bookfair is a partnership which allows supporters of an organization to assist fundraising efforts by shopping at Barnes & Noble during a designated period and using bookfair vouchers. Barnes & Noble gives your organization a percentage of net voucher proceeds as indicated below. Your donation arrives at a later date in the form of a check.

- 15% contribution on sales up to \$2,000
- 20% contribution on sales from \$2,000 to \$10,000
- 25% contribution on sales over \$10,000

WHAT TO KNOW

- During your bookfair, supporters shop using bookfair vouchers, which guarantee that a percentage of their purchases will be credited to your school or organization. Our booksellers help you get the best results by providing exceptional customer service, and your supporters get the benefit of choosing from our unparalleled selection.*
- Store personnel handles all cashiering and accounting work. We provide quick service, fast moving lines, and timely feedback on sales so your organization will know how much money was generated.
- If your school provides us with its required reading lists, we can help students and parents gain easy access to the books they need. This allows your school to benefit from every sale.

*Policies are subject to change and certain restrictions may apply. The following transactions are not included in bookfair totals: the purchase of gift cards, Barnes & Noble Membership, and Café consumables.

Gift Wrap Program

Raise funds for your organization during the holiday season at your local Barnes & Noble. Our Gift Wrap Program allows not-for-profit organizations to increase visibility while gift wrapping for donations. In-store signage and booksellers refer customers to the organization for this service. Contact your local Barnes & Noble store for details on how to sign up.

Support for Schools and Educators

Institutional Purchasing Program

Your school or district can save on purchases by opening an Institutional Account. Save 20% on purchases under \$4,999 and 25% on purchases of \$5,000 or more. Payment can be made via cash, check or credit card—or charged to your account using a school purchase order. Applications are available at all Barnes & Noble stores.

Educator Discount Card

To educators of grades Pre-K through 12, Barnes & Noble offers 20% off the publisher's list price on titles for classroom use.* You can apply for an Educator Discount Card at any Barnes & Noble store—simply present your valid school ID, state registration, or pay stub. A valid Driver's License or state ID must be presented each time you use your card.

*Discounts do not apply to the following: Café, music, DVDs, videos, periodicals, textbooks, gift cards, membership or shipping fees, ship-to-home orders, and bn.com orders. Discount may not be combined with any other promotional or special discounts, including the Barnes & Noble Member discount.

Educator Appreciation Events

EDUCATOR APPRECIATION WEEK

To honor our Pre-K through 12 educators, Barnes & Noble offers a 25% discount on classroom purchases during several weeks throughout the year.

EDUCATOR RECEPTION

Many Barnes & Noble stores host an annual Educator Reception, where local teachers and school librarians are invited to hear presentations on new book titles and trends in educational publishing. Information about Barnes & Noble services, discounts, and programs are distributed during the event, as are free giveaways and curriculum handouts.

Summer Reading Program

Students in grades 1 through 6 benefit from the Barnes & Noble Summer Reading program. Children can pick up a free reading journal at their local store; when they've read eight books and completed the journal, they return it to the store in exchange for a free book of their choice. (Limit of two journals and two free books per child.)

Fundraising

See *Voucher Bookfairs* and *Gift Wrap Program* under the *Fundraising Opportunities* section.

Curriculum-Based Programming

THEMED EVENTS

Through our Community Relations Program, Barnes & Noble offers a variety of exciting events, from author signings to book discussion groups. Our booksellers can work with teachers to coordinate themed events in conjunction with classroom curriculum. As part of our outreach program, local stores can work with you to have a costume character appear at your school for a special event.

FIELD TRIPS

Barnes & Noble also invites local teachers to bring their students to our stores for special themed field trips. Field trips include a store tour, in-store activities, back-to-the-classroom activities, and take home sheets. Topics include:

- Bookstore Tour
- Mapping and Geography
- Special Needs: Someone Like You
- Nature Around Us
- Art and Artistry
- Writing
- Biography Basics
- Spectacular Space
- Dinosaurs and Paleontology
- Bugs

Extensive Education Section

Our Education Section is a great resource that offers an abundance of curriculum-based materials, as well as books about the process of schooling and the nature of education. In this section, teachers will find reproducible books ideal for use in the classroom.

Principal Storytime

A principal from a local elementary school is invited to be the featured reader for a special storytime. On the day of the event, Barnes & Noble will hold a bookfair for the principal's school. The principal invites pupils to attend through in-school promotions and the distribution of vouchers to students and parents. Schools can also host other activities on this day, including author signings, student readings, art exhibits, open mic poetry, or children's crafts.

Required Reading Lists

Titles that your students are required to read throughout the year and during the summer are a priority for us. We are happy to order the titles on your school's required reading lists. Contact your local Barnes & Noble for details about this special service.

Institutional Purchasing Program

Not-for-profit organizations such as schools, public libraries, civic groups, religious organizations, churches, and government agencies can reduce the cost of buying books by establishing an Institutional Account.

DISCOUNTS*

- 20% on purchases up to \$4,999
- 25% on purchases \$5,000 and up

Purchases may be charged to the account or paid with cash, check, or a credit card. Our booksellers serve account members by providing estimates, tracking order progress, and, in some cases, delivering orders locally.

Once the one-page account application has been submitted and approved, I.D. cards will be issued to authorized users. Cards must be presented with the purchase, unless using a Purchase Order (schools only).

*Discounts do not apply to periodicals, Café, textbooks, publisher orders, Barnes & Noble Membership, music, DVDs, or gift cards. For books already discounted, the higher discount always applies.

ADDITIONAL BENEFITS

- An account can be set up and approved within 7 days.
- 2-4 cards will be issued within 3 weeks. Additional cards are available if needed.
- Stores provide exceptional customer service, with a designated bookseller to answer questions and track your order.
- We provide estimates on the cost of your order.
- Several delivery options are available.

Programs and Services

Book Groups

The majority of our stores offer monthly book discussion groups designed for readers of all ages. Beyond the variety of adult categories, we host American Girl clubs, teen fiction groups, mother/daughter reading groups, teen poetry nights, and many others to match a broad spectrum of interests. Please call your local store for details.

Storytimes and Costume Characters

Our stores offer weekly storytimes during which skilled booksellers read aloud to children. Craft projects as well as costume characters often accompany these events. Occasionally, these characters are available for school, public library, and hospital visits. Please call the Barnes & Noble nearest you for information.

Meet the Writers

Throughout the year, stores host a variety of author events such as book signings, discussions, and readings. For a listing of authors visiting your neighborhood, please contact the Barnes & Noble location nearest you or visit us online at www.barnesandnobleinc.com.

Libros en Español

Select Barnes & Noble stores feature Libros en Español and Libros para Niños sections, with a variety of Spanish titles chosen with our local customers in mind. Thousands of additional Spanish titles are available through special orders. In certain locations our Community Relations Managers organize Spanish and bilingual storytimes, events, and clubs.

Schools and Educators

For detailed descriptions of the following programs, refer to the *Support for Schools and Educators* section.

- Educator Reception
- Field Trips
- Principal Storytime
- Summer Reading Program for Grades 1 through 6

Discount Programs

Barnes & Noble Member Program

Become a Barnes & Noble Member and save all year long on books, CDs, DVDs, gifts, games, and everything in our Café. Save 10% on virtually every item at every Barnes & Noble bookstore and 5% on already discounted prices at Barnes & Noble.com (www.bn.com). In addition, you'll receive Member-only offers and discounts via email.

Institutional Discounts

See the *Institutional Purchasing Program* section.

Educator Discount

See the *Support for Schools and Educators* section.

Gift Cards

Barnes & Noble Gift Cards are the perfect employee reward, customer incentive, and fundraising tool for schools and institutions. Our cards are accepted in stores nationwide and online at Barnes & Noble.com (www.bn.com).

KEY FEATURES

- Available in \$5, \$10, \$25, \$50, and generic denominations. (Value can be set at any dollar amount.)

<i>Available in pre-packed quantities</i>		<i>Bulk discounts available</i>	
DOLLAR INCREMENT	QUANTITY OPTIONS	PURCHASE	DISCOUNT
\$5	50/box or 250/box	\$1,000-\$4,999	3%
\$10	50/box or 450/box	\$5,000-\$24,999	5%
\$25	25, 50, or 250/box	\$25,000-\$49,999	6%
\$50	25, 50, or 250/box	\$50,000-\$99,999	7%
Generic	50/box	\$100,000-\$249,999	8%
		\$250,000-\$499,999	9%
		\$500,000 and above	10%

- Discounts are based on cumulative gift card orders made during a one-year period. A \$1,000 minimum purchase is required for each order and must fall within pre-packed guidelines. Discounts are not retroactive and purchase totals cannot be carried forward to the next year. For example, if your first gift card order totals \$12,000, the discount would be 5%. If you place a second order for \$40,000, the discount would be 7% on the second order because the total gift card purchase, year to date, is \$52,000.
- Gift cards do not expire!
- We ship 2nd day air. Shipping charges do not apply unless overnight delivery is requested.

GIFT CARD TERMS OF ACCEPTANCE

- Gift cards may be used at any Barnes & Noble store nationwide and online at Barnes & Noble.com (www.bn.com).
- Except as otherwise required by law, gift cards are not replaceable if lost or stolen.
- Gift cards are not exchangeable for cash except where required by law.
- Payment is due at time of purchase. For more information, contact your local store.

Barnes & Noble Publishing

Through our publishing division, Barnes & Noble provides a variety of exclusive titles and series for institutional purchase.

Barnes & Noble Classics

We've re-designed the classics. Our goal was to create the best, most affordable and highest quality editions available of the greatest books ever written. The outcome is remarkable. High schools, colleges, and universities nationwide have responded with enthusiasm, choosing our books for course use over other editions. Barnes & Noble Classics include:

AUTHORITATIVE TEXTS

We conducted extensive research to find an authoritative version of each text that is right for the work—and right for today's reader.

NEW INTRODUCTIONS

Written by experts chosen for their academic credentials, their passion for the particular work, and their own writings, these introductions vividly place each work in the context of the lives we lead today.

FEATURES

From the Pages of: Carefully selected quotations from the work showcase the author's style and draw the reader into the author's universe.

A Note on the Author: A brief summary of the author's life puts the work into a personal perspective.

The World of the Text: A timeline of historical, biographical, and cultural events places the author and work in a relevant social and historical context.

Footnotes & Endnotes: Enhance the understanding and appreciation of the work.

Inspired by: This innovative section details the text's impact on popular culture of the era—the parodies, poems, books, plays, paintings, operas, statuary, and films inspired by the text.

Comments & Questions: An invaluable section that will help guide discussions and challenge viewpoints and expectations about the work.

For Further Reading: Lists of related titles open the door to the biographical, historical, and critical universe surrounding each classic work.

For more information, visit: www.bn.com/classics.

Spark Educational Publishing

SparkNotes® is among the most recognizable consumer “education” brands in the United States. Begun in a dorm at Harvard University in 1999, www.sparknotes.com has become the leading educational website with over 100,000,000 page views each month and 3,000,000 unique visitors. Our publishing division now has over 400 titles in print for students enrolled in kindergarten through college—and for their parents and teachers, too.

HIGH SCHOOL & COLLEGE

Created by Harvard students, SparkNotes Study Guides approach literature with an enthusiasm that inspires students—and has won over parents and teachers worldwide. Our guides speak with a clear voice that resonates with students and helps them understand literature quickly and painlessly.

SparkNotes improve upon the longstanding study guide format with several entirely new features. Every SparkNotes guide includes coverage of the text’s central themes, motifs, and symbols; analysis of important quotations; a quick reference list of key facts and literary devices; and a comprehensive review quiz.

SparkNotes No Fear Shakespeare™

This series gives you the complete text of Shakespeare’s plays on the left page, side-by-side with an easy-to-understand translation on the right. Teachers around the country are assigning them as the required text in their classes.

SparkNotes Test Preparation

The “Smarter, Better, Faster” approach to studying for the SAT, ACT, SAT II, and the AP exams. Our completely revamped guide to the **new** SAT offers online diagnostic testing as well as a free graded essay with the purchase of each book.

SparkNotes’ SAT Vocabulary novels

Compelling, full-length novels with edgy and mature themes that appeal to teens. Each book showcases more than 1,000 vocabulary words frequently included on the SAT.

SparkCharts™

Study companions and reference tools that cover over 100 subjects, including business, math, science, history, the humanities, foreign language, and writing. A wealth of information in a concise and affordable format.

KINDERGARTEN TO 6TH GRADE

Flash Skills

A line of mini-workbooks designed to focus on specific skills with fun, full-color stickers motivate and reward.

Flash Charts

Colorful, laminated cards that condense information into a bright, portable format—perfect for collecting and carrying anywhere, they deliver facts in a flash.

Harcourt Family Learning Workbooks

Based on national teaching standards, these workbooks offer complete practice in math, reading, and other key subject areas. Flash Cards complement these titles to provide a comprehensive learning system.

Kumon Workbooks

These basic-skill workbooks from Kumon Math and Reading Centers—the world's leader in after-school instruction—are only available at Barnes & Noble.