



Writer's Block Bookstore has partnered with Quantum Leap Winery (www.quantumleapwinery.com) to establish a success event series called Wine, Wisdom & Words, where we host author events and book signings in the beautiful venue located in the heart of Orlando easily accessed by the entire Central Florida region. With a capacity of up to 200 people, the Winery offers flexibility with event spaces that include the Tasting Room and the Barrel Room.



ABOUT QUANTUM LEAP WINERY

It is all about the love of wine and friendship for us at Quantum Leap. Founders Jill Ramsier and David Forrester combined their fondness for wine and conservation to establish Quantum Leap Winery in 2012. Jill is a former food and beverage industry executive, while David is an environmental industry pioneer. Their mutual experience in business paired with their knowledge and passion for wine is the blend that

propels Quantum Leap. We strive to develop relationships with sustainable and organic growers in notable wine growing regions around the world to produce high quality wines with a reduced carbon footprint at a great value.

Conveniently located near downtown Orlando, Quantum Leap Winery is a beautiful venue for your special occasion. Our working winery is a unique space with a contemporary yet rustic feel.



We have 17,000 square feet of customizable event space that can accommodate fewer than 35 guests to 400 guests. The Barrel Room is perfect for smaller events of up to 35 guests, the

Tasting Room can accommodate up to 175 guests, and the whole winery can be used for large events of up to 400 guests.

AUTHOR EVENT FORMAT AND MARKETING

We can host a ticketed event, where the guests ticket covers entrance, a signed copy of the authors book as well as a drink ticket to be redeemed at Quantum Leap Winery that evening. Customers will RSVP through Eventbrite to register. On the occasion where the book has already come out, we can make sure that Attendees will have the chance to read the book before the event so they will be able to ask questions about the book. There will be a prepared moderator should the author choose.

We put a great deal of time and attention into the social media universe because



we know that increasing our presence online is critical to expanding our exposure to customers and readers. With our active website, social media and marketing presence, along with an event staff that utilizes all social media outlets regularly to launch digital campaigns. We send out press releases to our well curated media list and follow-up with targeted outlets. Monthly, we send out digital newsletter to almost 10,000 subscribers. We pre-sale and promote all our events on our website. We enable paid FB & Instagram ads and blogger outreach.