



THE BOOK FAIRY

Books anywhere. Imagination everywhere.



Meet Sylvia

THE BOOK FAIRY (AKA SYLVIA—A GUTTED 1965 AVION TRAILER) IS A MOBILE KID'S BOOKSTORE WITH A BIG HEART AND AN EVEN BIGGER MISSION: TO BRING BOOKS AND THE JOY OF READING DIRECTLY TO CHILDREN AND FAMILIES. YOU'LL FIND US POPPING UP AT COMMUNITY EVENTS, SCHOOL FAIRS, LITERACY NIGHTS, AND NEIGHBORHOOD FESTIVALS, ALWAYS STOCKED WITH READS FOR KIDS AGED 0–18+.

THE COMMUNITY THAT GATHERS AROUND THE BOOK FAIRY IS VIBRANT, DIVERSE, AND DEEPLY COMMITTED TO KIDS' LITERACY AND EDUCATIONAL EQUITY. WE MEET PARENTS AND CAREGIVERS WHO ARE EAGER TO NURTURE A LOVE OF READING AT HOME, TEACHERS WHO SEEK DIVERSE, ENGAGING TITLES FOR THEIR CLASSROOMS, AND YOUNG READERS WHO LIGHT UP WHEN THEY FIND A BOOK THAT SPEAKS TO THEM. WE ALSO CONNECT WITH LIBRARIANS, LITERACY ADVOCATES, AND OTHER LOCAL ORGANIZATIONS FOCUSED ON EDUCATION, INCLUSION, AND EMPOWERMENT.

GROUPS THAT REGULARLY MEET OR STOP BY INCLUDE SCHOOL FAMILIES AT POP-UP FAIRS, EDUCATORS DURING PROFESSIONAL DEVELOPMENT DAYS, AND LOCAL NONPROFITS WORKING ON LITERACY OUTREACH. SOME FAMILIES MAKE IT A POINT TO VISIT US AT EVERY EVENT!

WHAT BRINGS THIS COMMUNITY TOGETHER IS A SHARED BELIEF THAT ACCESS TO BOOKS IS ESSENTIAL AND THAT ALL CHILDREN DESERVE TO SEE THEMSELVES REPRESENTED IN THE STORIES THEY READ. OUR BOOKSTORE HELPS STRENGTHEN THESE BONDS BY MAKING HIGH-QUALITY, DIVERSE LITERATURE ACCESSIBLE AND FUN.

What we offer

SHOP FOR BOOKS

SHOP ONLINE, WHILE EVERY PURCHASE SUPPORTS LOCAL, INDIE BOOKSTORES:

LIBRO.FM

[HTTPS://LIBRO.FM/THEBOOKFAIRYINDY](https://libro.fm/thebookfairindy)

BOOKSHOP.ORG

[HTTPS://BOOKSHOP.ORG/SHOP/THEBOOK FAIRYINDY](https://bookshop.org/shop/thebookfairindy)

BOOK FAIRS MADE EASY

QUALITY, DIVERSE BOOK SELECTION
Age appropriate/inclusive/engaging
Popular reads & educational content
Representation of different cultures, authors & voices

SUPPORT FOR LITERACY GOALS
Books that align with classroom learning
Opportunities to promote reading at home & school
Optional tie-ins to curriculum or reading challenges

AFFORDABILITY AND ACCESSIBILITY
Reasonable prices for all families
Options for low-income students (free/scholarships)
Access to multiple formats (physical, digital, bilingual, etc.)

REVENUE/RESOURCE BENEFITS
Fair profit-sharing model or school credit for library/classroom books
Transparent reporting of earnings and impact
Opportunities to raise funds for school programs

EASY, FLEXIBLE LOGISTICS
We do it all-streamlined setup and takedown
Pre-order/online options/credit options
Flexible scheduling & minimal disruption to learning

COMMUNITY ALIGNMENT
Support for local authors
Emphasis on equity diversity, and social responsibility
Materials that reflect school values and demographics

LIT EFFORTS AT SCHOOLS

TITLE FUNDS
Guides schools on how to use Title Funds effectively
Designs custom literacy solutions
Help to navigate funding opportunities creatively and compliantly

MEMBERSHIP PACKAGES

IMPACT-FOCUSED GIVING
Supports staff, community literacy programs, and scholarships for schools/kids
Great for businesses or donors looking to make a difference

SUBSCRIPTION PACKAGES

READER-FOCUSED PERKS
Curated Book of the Month and exclusive content
Perfect for book lovers who want to support and stay engaged



Books Offered by Book Fair Type

WE GET DIVERSE TITLES
WITH **SCHOOL-FRIENDLY**
CONTENT

Hachette
HarperCollins
Penguin
Scholastic
Simon & Schuster
Macmillan
Abrams
Bloomsbury
Chronicle
Candlewick
and more!

	K-3	K-6	K-8	4-6	6-8
Picture Books					
Leveled/Easy Readers					
Chapter Books					
Middle Grade Fiction					
Graphic Novels					
Young Adult					
Non-fiction					



Why Sylvia?

The Book Fairy vs. “the other guys”



WE HANDLE THE HEAVY LIFTING

From setup to sales, we do it all—staff and volunteers can be as involved (or not!) as they’d like. Just point us to the parking lot.



NO LIBRARY TAKEOVERS REQUIRED

We’re mobile! Sylvia rolls in ready to go, so you don’t have to sacrifice classroom space or block off entire rooms.



BOOKS THAT ACTUALLY FIT YOUR SCHOOL

From curriculum-aligned titles to diverse reads that reflect every reader—we curate with care. Bonus: we keep things affordable and accessible for all families.



A LOCAL FAIRY WITH A HEART

We’re right here in your community and focused on long-term relationships—not just sales. Expect real service with a sprinkle of magic.



BUILT TO SUPPORT YOUR SCHOOL

You’ll earn 15% back from your fair—use it toward fundraising or snag books at cost for classrooms and libraries. Win-win!



MORE THAN JUST A BOOK FAIR

Think beyond fair week—Sylvia can pop up for one-day events like Grandparents Day, Literacy Night, or Back-to-School celebrations.



Envision Your Book Fair





Casey Campbell-Thompson

casey@thebookfairyindy.com

TheBookFairyIndy.com

Follow us



@TheBookFairyIndy



@TheBookFairyIndy