



Under the Umbrella Bookstore, a queer little bookstore, is situated in the walkable area of **downtown Salt Lake City**, on Ute, Goshute, Paiute, and Shoshone land.

We are a queer-centered indie bookstore, and no other bookstore in the area caters to the queer community across all genres and ages. **Every book in our store is either queer in content and/or written by queer authors**, sharing stories from around the world with an emphasis on queer BIPOC authors and other historically marginalized groups. All other items in our store are made by small queer-owned businesses and local queer makers.

### Marketing Contact

**Kaitlyn Mahoney**, owner, buyer

**Bailey Sampson**, marketing, events

hello@undertheumbrellabookstore.com

Located **10 minutes** from the SLC International Airport and a **short walk** from the center of downtown SLC



### Our Readers

Patrons of our store value a variety of topics, from educational to entertaining. We have dedicated sections for nonfiction, romance, YA, and early readers. We have found success with **local authors and stories** - they resonate with our readers. Our patrons come from all over Utah and the surrounding states and represent a unique group of queer readers and allies.

### Our Space

- **Main store floor:** our shelves can be moved making available the main floor, which can accommodate a stage setup with projector and mic - **seats 100**
- **Cafe and seating area:** Our brand-new cafe (open November 2023) includes tables and extra hosting space - **seats 40**
- **Meeting room:** our meeting room hosts small gatherings and discussion groups - **seats 8-16**





We prioritize accessibility - as such, our store is wheelchair accessible and we can provide ASL interpretation during author events.

### Our Community Partners

ACLU Utah  
FAM Utah  
Natural History Museum of Utah  
Unidxs  
Nuanua Collective  
Burning Sissy Valley  
Utah LGBTQ+ Chamber of Commerce  
Utah Humanities Book Festival  
Drag Story Hour  
The King's English Bookshop

The Legendarium  
University of Utah  
Westminster University  
SLCC  
Project Rainbow  
OAC Utah

### Social Media

-  981 likes
-  11.1k followers
-  1,325 followers
-  2,648 followers
-  2,625 newsletter subscribers
-  224 monthly sustaining members



## Offsite events

We have access to a variety of venues for big events. These range from large lecture spaces, (Rose Wagner Theater - 500), formal reception halls (Church and State - 220), museums (Utah Museum of Contemporary Art - 150), various school campuses, libraries (The City Library - 300) and coffeehouses (Publik Coffee Roasters - 250).

We also have connections with local businesses to provide catering for special occasions and receptions.

Date	Author/Event	Title	Sales/Attendance
April 2023	Addison Grace	ticketed concert	100
June 2023	Drag Story Hour	various titles	100 (free)
Aug. 2023	CJ Connor	Board to Death	25 (free)
Sep. 2023	Angela Chen M&G	Ace	20 (ticketed)
Dec. 2023	Mercury Stardust	Safe and Sound	300 (ticketed)

## Special Programs

- 8 monthly book clubs
- Monthly Drag Story Hour
- Monthly pop-up makers markets
- Craft and informational workshops
- Poetry open mic nights
- Queer Speed Date events

## Event Promotion

- In-store signs
- Community-curated book displays
- Cross-promotion with local business partners in-store and online
- Monthly e-newsletter
- Press releases to local print, web, radio, and broadcast outlets
- Local media calendar submissions
- Social media scheduled posts

## Reporting

- ABA
- BookScan
- NYT

## As Seen On:

