

Book Awards: An Select List*

	Name, Year Est.	Type of Award	Sponsorship	Prize Money	Publisher Requirements	Fee	Marketing/New Initiatives	Effect On Sales
	Man Booker, 1968	1 full-length novel annually by a UK citizen	Man Group since 2002	£50,000 (up from £21,000 pre-2002)	£5,000 toward marketing shortlist, only 2 different books can be submitted	no	The new "Man Booker Dozen", BBC TV, full page print ads, blog, gala	"dramatic increase in sales"
	National Book Award, 1950	Four genres: F, NF, Poetry, YA & Life achievement	None. Thinking of adding, for now only corporate donations.	\$10,000 for each winner, \$1,000 for 16 shortlist, crystal sculpture	\$1,000 to marketing for shortlist - must pay submission fee for NBA selctions as well	\$125	No co-op, some ads, focusing on "building relationships", author readings, gala	20-30,000 copies up to 100,000+; for poetry from 2 to 4-5,000
	Quill Awards, 2005	19 categories - all "consumer's choice"	Reed Business Info, NBC, B&N, Borders, Parade Mag, ABA	crystal sculpture	None	no	PSAs on channel 4, 2-pg spread in PW, newspapers, etc.	"no correlation seen yet"
	Financial Times Goldman Sachs Award, 2005	Business Books - 1 winner, 5 shortlist	Goldman Sachs	£30,000 winner, £5,000 for shortlist	8 copies to enter, 20 if shortlist, and 200-300 if winner; Author travel & expenses.	no	Goldberg/ McDuffie do publicity; coverage and forum on FT website, gala	"A bump" - not quantified
	Thurber Prize, 1997 (annually since 2004)	American Humor	Thurber House	\$5,000	Author expenses & travel to nomination and awards	\$65	Standard press, awards ceremony	no effect
Fall	Scotia Giller Prize, 1994	Fiction (Canada Only)	Scotia Bank (since 2005)	\$40,000 (winner), \$2,500 (4 finalists)	Commit \$1,500 to marketing if shortlisted, "appropriate sum" on media ads for winner	no	450 at gala, televised; "Guess the Giller" contest at libraries nationally; earn \$1mil worth of editorial/yr.	2.5 million Giller nominated books sold within first 10 years of the prize
Winter	Books for a Better Life, 1996	9 categories all in self-help	Rodale, Suze Orman - more TK	None - all proceeds benefit MS Society	Self-published books considered	\$50	USA Today donates 1/2 page + editorial, PW donates as well	Not tracked, but only award for self-help books
	Caldecott, 1938 Newbery, 1922 Medals	Children's - Newbery (Author), Caldecott (Illustrator)	ALSC (ALA)	Medals	None	no	Stickers, standard library promotion	significant front and backlist
	Costa (Whitbread), 1971	5 categories - 1st Novel, Novel, Bio, Poetry&Children's (UK/Ireland)	Costa Coffee	£50,000 total- £5,000 ea. + £25,000 for overall winner	unknown	--	POS for booksellers & librarians, "Costa Coffee & Books, The Perfect Blend" promotion, gala	"sales historically increased"
	Ernest J. Gaines Award, 2007	African American author of ficiton	Baton Rouge Area Foundation	\$10,000	None - author travel/expense provided	no	TBA	TBD
Spring	National Book Critics Circle, 1981	F, NF, P, Bio/Auto, Criticism	NBCC	Winner - \$10,000 & crystal sculpture; Runners-up - \$1,000	None	24 copies req.	"Critical Mass" blog, awards ceremony, author readings	noticeable
	Pulitzer Prize, 1948	Fiction by an American author	Pulitzer Endowment	\$7,500	None	\$50	Awards luncheon	significant
	Kiryama Prize, 1996	F, NF about the Pacific Rim & South Asia	Kiryama Pacific Rim Institute	\$30,000 (\$15,000 each)	350+ books entered by pubs, can enter 3 books in ea. category, agree to use seal, mention award	no	Moved from October to March	unknown
	George Washington Book Prize, 2005	NF work about the Revolutionary Era	Gilder Lehrman Institute, C.V. Starr Center	\$50,000	None	no	Ads in PW, NYTimes, Select scholarly journals; black-tie gala	TBD
Summer	James Beard Awards, 1987	Cookbooks/ Culinary, 14 categories	James Beard Foundation, partial corporate sponsorship	certificate & bronze medallion	6 copies (to submit)	\$100	Awards dinner	no effect
	Carnegie/ Greenaway Medals, 1936	The UK Caldecott/ Newbery (children's)	CILIP	Medals	None	no	Online forums, playspaces for kids, stickers, posters, POS for retailers	"how seriously taken by pubs indication of how significant"
	IMPAC Dublin Literary Award, 1994	International Fiction in English	IMPAC	€100,000; Traslated works - €75,000 (author), €25,000 (translator)	Provide author/ translator expense, submissions made by libraries	no	Longlist, shortlist announcements, extensive website	significant
	Orange Prize, 1996	Fiction (by women published in the UK)	Orange (France Telecom Group)	£30,000 and the 'Bessie' - bronze statue	10 copies (more at discount if winner); £2,000 for marketing shortlist; £2,000 for winner, author international travel	no	Press handled by Saatchi, Reading Group Prize, extensive website, POS for retailers/libraries	significant