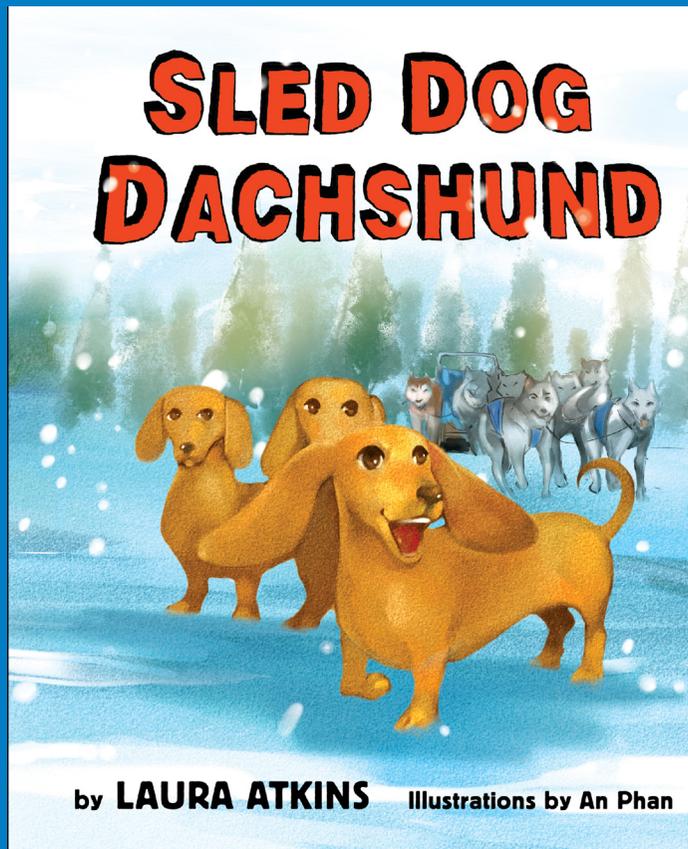


## Corporate Marketing with Jasper!



Meet Jasper, the dauntless dachshund who believes he can win a big sled race—even if no one else does. He's a team member and he can be on your team.

AVAILABLE AT FINE BOOKSTORES AND ONLINE RETAILERS



Dear Corporate Marketer,

We are pleased to share our new book [Sled Dog Dachshund](#) and its associated product and incentive marketing opportunities. The story provides an opportunity to present positive and inspiring messages to your employees and customers. The book can be purchased from Minted Prose or its nationwide distributor [Independent Publishers Group](#). *Sled Dog Dachshund* can be integrated into your marketing plans in several ways:

- ♦ Bulk sales at discount
- ♦ Corporate giveaways
- ♦ Customization of book cover with your company logo and a short message
- ♦ Social media flash giveaways and contests
- ♦ Let us know your ideas. The possibilities are endless!

To learn more about our children's books, check out our website.

Warm regards,

*Linda Purpura*

Linda Purpura  
Publisher  
Traitor Dachshund

TRAITOR DACHSHUND®

P.O. Box 1324, Church Street Station, New York, NY 10008  
info@traitordachshund.com • <https://www.traitordachshund.com>



## ***Jasper, the perfect corporate team member***

### **Why is *Sled Dog Dachshund* an attractive marketing opportunity for corporations?**

Every company wants their employees to be adept at working independently and as a member of a team. Jasper starts out thinking he will win the race himself and soon finds out that he must work with the group. A humorous dog with a feisty spirit, Jasper is the perfect inspirational muse in the corporate environment.

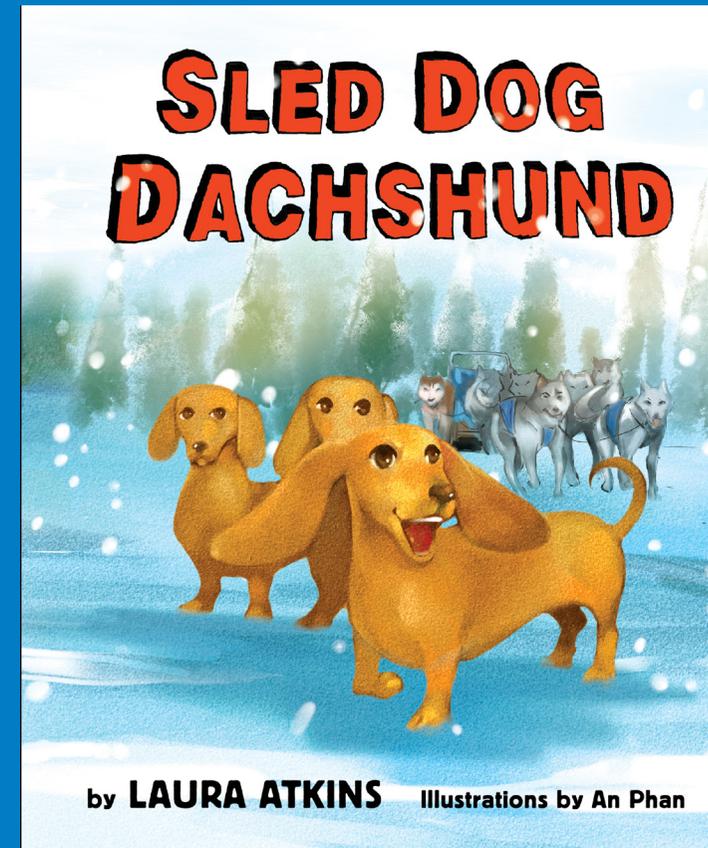
### **Why will this book appeal to your employees and customers?**

People of all ages are told they can't achieve something. How can a small, light dachshund win a sled race? In this book, Jasper's creativity solves the problem. He is never deterred even when others dismiss him. This is a lighthearted story featuring one of the toughest athletic events in the world. It's filled with humor, sportsmanship, and lessons about persistence. His energy and dedication is expressed through beautiful illustrations in the book.

### **Does this book tie into a particular city or regional market relevant to your corporate marketing activities?**

The biggest sled dog race in the United States is held in Willow, Alaska, but it's an event that appeals to the entire state and the rest of the world, too. Interest in the race is international though anyplace with snow is a prime candidate.

## ***Delight your customers and employees with Jasper***



**Meet Jasper, the dauntless dachshund who believes he can win a big sled race—even if no one else does.**

AVAILABLE AT FINE BOOKSTORES AND ONLINE RETAILERS



# Sled Dog Dachshund

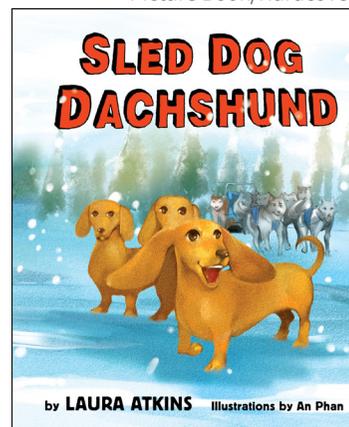
LAURA ATKINS



Sled Dog Dachshund—  
Jasper learns about being part of a team

When Jasper the dachshund hears about the world's biggest dog sled race in Alaska, he just knows he can win. And when his family goes to watch the race, he decides to enter. Jasper tries every position, but he's too little and doesn't fit into the sled's harness. That doesn't stop him. Jasper sneaks aboard a team sled and finds a way to become a part of the team. His yappy enthusiasm keeps them moving and Jasper learns how much energy it takes to pull the sled. In the final stretch of the race, his team is neck and neck with another sled. Can Jasper help lead his team to victory? Will they win by a (long, pointy) nose?

Picture Book/Hardcover



## BOOK DETAILS

**Format:** Hardcover

**Trim Size:** 8 x 10 in

**Imprint:** Traitor Dachshund

**Publication Date:** Oct 2016

**Page Count:** 32

**Age Level:** 5-7

**Weight:** 14.1 oz

**BISAC SUBJECT:** Juvenile Fiction/Animals/Dogs

**Suggested Retail Price:** \$14.99

**ISBN:** 978-0-9965454-3-3 HC

**Genre:** Children's fiction

**Distribution:** SPU, a division of Independent Publishers Group [www.ipgbook.com](http://www.ipgbook.com)

**Carton:** Qty: 24; Weight: 21 lb; Dimensions: 17.5x11x5.5

## OTHER FORMATS

**ISBN:** 978-0-9965454-4-0 ePDF

**ISBN:** 978-0-9965454-5-7 ePub

**ISBN:** 978-0-9965454-6-4 Mobi

"Illustrated with vibrant scenes depicting the snowy action, this title is sure to inspire little ones with the idea that sometimes enthusiasm and courage can be as important as size. . . . VERDICT Perfect for one-on-one shares or as a winning storytime offering that will hold listeners' attention until the last page."

—Mary Jennings, Camano Island Library, WA,  
School Library Journal

"*Sled Dog Dachshund* shows how every member of the team plays an important part in a successful outcome. The delightful illustrations capture the strength of the huskies with the determination of the dachshund."

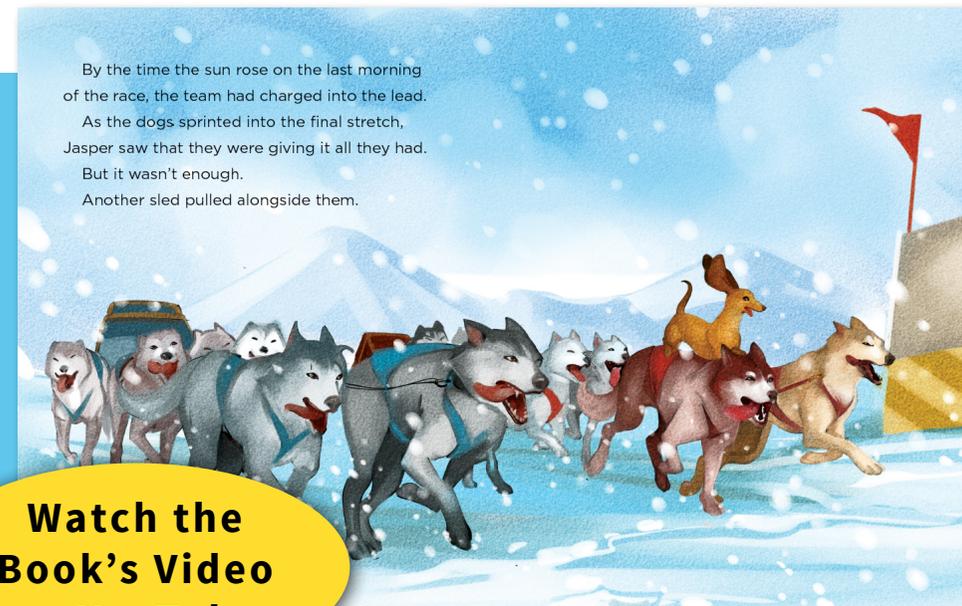
—Elizabeth O'Brien, Children's Literature Specialist,  
New York City Department of Education

"*Sled Dog Dachshund* is an incredibly inspirational story motivating readers to not only acknowledge one's differences, but to embrace them. . . . Kids and parents alike will easily fall in love with Jasper, finding his heartfelt story endearing and an enjoyable read time and time again!"

—Kim Heimbuch, CEO,  
San Diego Book Review

Watch the  
Book's Video  
on YouTube

By the time the sun rose on the last morning of the race, the team had charged into the lead. As the dogs sprinted into the final stretch, Jasper saw that they were giving it all they had. But it wasn't enough. Another sled pulled alongside them.



An Phan, a creator of illustrations for multilayer online games to online titles, contributed his talents in making the art for *Sled Dog Dachshund*.



## LAURA ATKINS: ALL ABOUT KIDS

**LAURA ATKINS** is an author, teacher, and independent children's book editor with twenty years of editorial experience. She holds an MA in Children's Literature and an MFA in Writing for Children and Young Adults. Laura has worked at Children's Book Press, Orchard Books, and Lee & Low Books, helping to produce winners of the Coretta Scott King Award, the American Library Association Notable Book selections, and more. She lives in Berkeley, California.

**PRODUCT SALES AND INCENTIVE MARKETING OPPORTUNITIES:** Discount on book purchases • giveaways with your corporate sponsorships • customization of our book cover with your company logo and a short message • flash giveaways and contests through your social media • gift as part of an employee incentive program • social media posts through Minted Prose

## PERFECT GIFT FOR

Sled racing and sports enthusiasts, pet owners, children everywhere

## SELLING BENEFITS

Emphasizes teamwork with a humorous twist  
Optimism leading to success  
Family friendly

## COMPARABLE TITLES

*Weiner Wolf* by Jeff Crosby  
*Pretzel* by Margaret & H.A. Rey  
*Hot Dog, Cold Dog* by Frann Preston-Gannon



M I N T E D  
P R O S E®

Traitor Dachshund is the children's imprint of Minted Prose. Our children's books are especially driven by the themes of wonder, adventure, and dreaming.

If you see the little yellow dog, you know that our team considers that book uniquely tailored to the needs of young readers. All of our books are the products of a team of caring individuals who are interested in adding to the library of good books in the culture.

We are members of the Children's Book Council (CBC) and the National California Independent Booksellers Association (NCIBA).



**TRAITOR DACHSHUND®**  
Celebrating Children and Animals

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