



Media Sponsorship Opportunities for
Taste of the Town

An event to benefit the
Foundation for Baltimore County Public Library

Saturday, May 5, 2012
7:00 p.m. - 11:00 p.m.



Taste of the Town **at a Glance**

- WHAT:** An evening of casual fun that will feature delicious food at tasting stations from restaurants throughout the Baltimore area, a scavenger hunt, live music, and a silent auction.
- WHEN:** Saturday, May 5, 2012, from 7:00 p.m. to 11:00 p.m.
- WHERE:** Perry Hall Branch of the Baltimore County Public Library, 9685 Honeygo Boulevard, Perry Hall
- EXPECTED ATTENDANCE:** 250
- COST OF TICKETS:** Just \$60 per person
- EXPECTED SPONSORSHIP VISIBILITY:**
- Logo/name visibility in all Baltimore County Public Libraries from March through early May (1,000,000 impressions)
 - Logo/name visibility on all Baltimore County Public Library e-newsletters from January through early April (375,000 impressions)
 - Name visibility in *dateLines*, Baltimore County Public Library's quarterly calendar of events and newsletter (20,000 impressions)
 - Logo/name visibility on invitations (500 impressions)
 - Logo/name visibility in event program (250 impressions)

Please see "Sponsorship Opportunities" for specifics of benefits at each level.



Overview of the Taste of the Town

“Taste of the Town” is a new event designed to bring people, great food and great books together. Guests enjoy complimentary beverages, as well as food from local restaurants showcasing their culinary specialties.

Enjoy music and fabulous silent action items, explore the Perry Hall Branch of the Baltimore County Public Library in a scavenger hunt for prizes and more!

Demographics

- Nearly 300 guests and volunteers attended the 2010 Foundation for BCPL special event fundraiser
- Guests range from 22-80 years of age
- 2010 Corporate Sponsors included
 - M&T Bank
 - Baker & Taylor
 - McCormick
 - Point Breeze Credit Union
 - Community College of Baltimore County
 - Clifton Gunderson
 - Francomano & Francomano
 - Sanders Design
 - Midwest Tape
 - Playaway



Why Become a Sponsor?

With a “Taste of the Town” media sponsorship, you are reaching a high-income, clearly defined audience. You are connecting with the community in an event that will be talked about and remembered.

“Taste of the Town” is an ideal tool to complement the marketing, public relations and community service goals of your business.

Sponsorship Objectives

The Foundation for BCPL wants to make sure you receive the most recognition possible for your sponsorship. We will do our best to leverage your sponsorship in a manner that enhances your brand, reputation, image and bottom-line results. We have the experience and knowledge necessary to do the job right. You can rest assured that this year’s “Taste of the Town” will be well organized, publicized, attended and worth your sponsorship investment.

Become Involved in the Community

The goal of the Taste of the Town is not only to throw a great party, but to raise money for children’s literacy programs and services at BCPL.

**Reach target markets.
Increase the awareness of your company.
Build your image.
Become a media sponsor of “Taste of the Town.”**



Taste of the Town Sponsorship Opportunities

Platinum Media Sponsor

(Media coverage with mutually agreed upon value greater than \$5,000)

- Six (6) tickets to the event
- Name in library's monthly electronic newsletter – distributed to over 100,000 people via email – from January to May 2012
- Logo on all printed materials
- Logo placement at BCPL's 17 branches in March and April 2012
- Acknowledgment in *dateLines*, the library's quarterly printed calendar of events and newsletter
- Full-page ad in event program
- Minimum of four (4) announcements during the gala

Gold Media Sponsor

(Media coverage with mutually agreed upon value less than or equal to \$5,000)

- Four (4) tickets to the event
- Name in library's monthly electronic newsletter – distributed to over 100,000 people via email – from January to May 2012
- Logo on all printed materials
- Logo placement at BCPL's 17 branches in March and April 2012
- Acknowledgment in *dateLines*, the library's quarterly printed calendar of events and newsletter
- Half-page ad in event program
- Minimum of two (2) announcements during the gala



Overview of the Foundation for BCPL

Our Mission

The Foundation for Baltimore County Public Library mobilizes resources to support the Library's commitment to a superior public library system where opportunities for literacy, reading enrichment and lifelong learning are available to all.

Our Objectives

- To provide funding for projects that encourage children and young adults to cultivate a life-long enthusiasm for reading and learning.
- To act as advocates for the library to ensure that library services continue on into the future.
- To raise funds for specific programs or projects that enhance system-wide Baltimore County Library goals and objectives.

Major Initiatives and Programs

STORYVILLE @ Rosedale and **Storyville @ Woodlawn** are interactive early literacy learning centers designed specifically for children ages birth to five and their parents and caregivers. Storyville @ Rosedale opened in February 2008 on the eastside of Baltimore County and was made possible with funds raised by the Foundation for Baltimore County Public Library. It recorded over 50,000 visitors in just its first eight months of operation. Recognizing the success of Storyville @ Rosedale, Baltimore County Government agreed to fund a second Storyville on the westside of the county. The Foundation for BCPL also contributed funds toward the construction of this new Storyville. Both Storyvilles include developmentally appropriate books and activities for children ages birth to five. The environments and activities in both Storyvilles are specifically designed for caregivers to help their young children enter school ready to learn. The Foundation for BCPL continues to raise funds to support ongoing financial support of both Storyvilles.

READ ROVER PLUS supports BCPL's mission to foster a lifelong love of reading in children. This is accomplished through monthly visits to licensed day care providers. Each month Read Rover Plus staff perform a story time and help providers check out materials. The story time programs incorporate pre-reading skills which prepare the children for entering school. Also, our storytellers model successful techniques during the programs to teach day care providers important early literacy skills that they can then share with the children and their parents. Picture books, teacher resources, easy nonfiction, concept books, CDs, DVDs and storytelling materials are all available for checkout to further support this goal.

MY FIRST LIBRARY CARD is a program that provides library cards for children ages birth through kindergarten in all library branches, and through cooperation with various preschool programs and Baltimore County Public Schools. The Foundation for Baltimore County Public Library purchases backpacks that are given to children the first time they use their card.

TEEN PROGRAMS at BCPL are designed to engage teens with their peers and library staff while providing a safe environment for learning and socializing. Programs range from educational – including writing workshops and tutoring sessions – to entertaining, including open mic nights to video game contests.

GENERAL LIBRARY SUPPORT allows us to meet the library needs as they arise. These donations give the library the flexibility to respond to emerging needs that were not identified prior to the county budget process or to special opportunities that arise after the budget year begins.

Board Members

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Humanim, Director of Public Affairs and Resource Enhancement

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Foundation

for Baltimore County Public Library

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WWW.FOUNDATIONFORBCPL.ORG

Taste of the Town Media Sponsorship Form

Yes, we will sponsor "Taste of the Town" at the following level:

(Checks should be made payable to Foundation for BCPL)

- Platinum Media Sponsor (Media coverage with mutually agreed upon value greater than \$5,000)
- Gold Media Sponsor (Media coverage with mutually agreed upon value less than or equal to \$5,000)

COMPANY NAME AS YOU WOULD LIKE IT TO APPEAR IN EVENT PUBLICITY

CONTACT PERSON

CONTACT EMAIL

TELEPHONE

FAX

ADDRESS

CITY

STATE

ZIP

AUTHORIZED SIGNATURE

DATE

Return this form to:
Foundation for BCPL
Attn: Julie Saxenmeyer
320 York Road
Towson, MD 21204

For Additional Information:
Contact: Julie Saxenmeyer
Tel: 410-887-3282
Fax: 410-887-3304
Email: jsaxenmeyer@bcpl.net

Please provide company logo electronically in .eps or hi-res .jpg format to kmcculloh@bcpl.net no later than Friday, March 2, 2012.