



Restaurant 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 "Sponsor 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 ranged 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” restaurant 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 restaurant.

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 restaurant’s 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.

Generate Benefits

In exchange for your restaurant sponsorship, 250 guests will have the opportunity to sample your menu and take home restaurant literature. Your sponsorship is a perfect setting in which to showcase a specialty item or launch a new culinary delight.

In addition, your restaurant will be promoted in the library’s electronic newsletter (sent via email to over 100,000 people), press releases, media opportunities and on over 500 printed invitations.

Become Involved in the Community

The goal of “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 restaurant.
Build your image.
Become a restaurant sponsor of “Taste of the Town.”**



Foundation
for Baltimore County Public Library

Taste of the Town Restaurant Sponsorship Opportunities

Diamond

- **Eight (8) tickets to the event**
- **Name and link 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**
- **Full-page ad in event program**
- **Acknowledgment in *dateLines*, the library's quarterly printed calendar of events and newsletter**
- **Minimum of four (4) announcements during the gala**

Requirements:

- **Three (3) food items (two of which are appetizer portions of entrees) guaranteed to serve 250 people**
- **Promotion of event in your restaurant**
- **Mutually agreed upon food value greater than \$3,000**
- **Confirmed menu, table requirements and other needs by October 31**

Emerald

- **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**
- **Half-page ad in event program**
- **Acknowledgment in *dateLines*, the library's quarterly printed calendar of events and newsletter**
- **Minimum of three (3) announcements during the gala**

Requirements:

- **Two (2) food items guaranteed to serve at least 250 people**
- **Promotion of event in your restaurant**
- **Mutually agreed upon food value between \$1,501 and \$3,000**
- **Confirmed menu, table requirements and other needs by October 31**

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Sapphire

- 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
- Acknowledgment on all printed materials
- Quarter-page ad in event program
- Acknowledgment in *dateLines*, the library's quarterly printed calendar of events and newsletter
- Minimum of one (1) announcement during the gala

Requirements:

- Two (2) food items guaranteed to serve at least 250 people
- Promotion of event in your restaurant
- Mutually agreed upon food value of between \$501 and \$1,500
- Confirmed menu, table requirements and other needs by October 31

Ruby

- Two (2) tickets to the event
- Name in library's monthly electronic newsletter – distributed to over 100,000 people via email – from January to May 2012
- Acknowledgment on all printed materials
- Quarter-page ad in event program
- Acknowledgment in *dateLines*, the library's quarterly printed calendar of events and newsletter

Requirements:

- One (1) food item guaranteed to serve at least 250 people
- Promotion of event in your restaurant
- Mutually agreed upon food value of up to \$500
- Confirmed menu, table requirements and other needs by October 31



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 lifelong 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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Foundation

for Baltimore County Public Library

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WWW.FOUNDATIONFORBCPL.ORG

Taste of the Town Restaurant Sponsorship Form

PARTICIPATING RESTAURANT AGREEMENT

To receive maximum benefit for your sponsorship, please return agreement by August 1.

RESTAURANT NAME: _____

ADDRESS: _____ ZIP: _____

CONTACT: _____ DAYTIME PHONE: _____

EMAIL: _____ FAX: _____

Restaurant will provide the following sponsorship for the 2012 Taste of the Town (please check one):

Diamond Sponsor Emerald Sponsor Sapphire Sponsor Ruby Sponsor

SIGNATURE: _____

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.