

2017 Baltimore County Public Library's

Summer @ Your Library Sponsorship Opportunities

Studies consistently show that reading over the summer helps children retain the information they learned in the previous school year, and better prepares them to start the next. In short, reading over the summer helps to prevent the "summer slide." For this reason, Baltimore County Public Library is excited to announce Summer @ Your Library 2017! Our 2017 theme is "Build a Better World." Participants will explore the world around them through literature, technology, arts and more. Children, teens and adults will be encouraged to read books and attend library programs that expand their horizons and help them see what is happening in our communities and beyond. Our focus for children and teens is to keep their minds active and engaged during their summer break, with incentives for reading and a wide array of programs focusing on science, technology, arts and math (STEAM), making and more. Participants will explore how they can contribute to and improve the world around them. By engaging the whole family and presenting diverse programs and books for every interest, BCPL hopes to "Build a Better World" of engaged library goers.

By investing your sponsorship dollars in BCPL's Summer @ Your Library, you demonstrate that your company recognizes the importance of literacy and learning, and will help all citizens of Baltimore County continue to explore, learn, create and connect.

Platinum Sponsor \$10,000 One Sponsorship Available

- Logo featured as platinum sponsor on online registration page with link to company's website. Every registrant, which typically averages 58,000+, is required to register online at this page.
- Logo featured as platinum sponsor on Summer @ Your Library banners located at our 19 branches with total branch visitors averaging 1.25 million, June-August.
- Logo featured on Summer @ Your Library promotional slides displayed on high-definition digital monitors, which are prominently located in all 19 branches; most branches have at least two digital monitors. Slides will be featured for the three-month duration of Summer @ Your Library. Total impressions, 1.25 million, June-August.
- Opportunity to participate in and be acknowledged as platinum sponsor at Summer @ Your Library kickoff press conference at inaugural Summer @ Your Library Festival, held at the Metro Centre outside the Owings Mills Branch on Saturday, June 10 from 11 a.m.-5:30 p.m. Platinum sponsor will also be given a booth at the festival. Anticipated festival attendance is 1,500-2,000.
- Logo with link to company's website on Summer @ Your Library website page on bcpl.info. Traffic on Summer @ Your Library page typically averages 47,000 unique visitors.
- Logo on Foundation for BCPL's website foundationforbcpl.org.
- Logo in all print/digital advertising. Mention in radio advertising.
- Logo on game board distributed to all registrants.
- Coupon or sample product included in registration bag given to each of the 50,000+ participants
- Logo in *dateLines*, the official BCPL newsletter and calendar of events, distributed to over 20,000 people.
- Logo with link to website in BCPL's *Highlights*, e-newsletter that reaches 100,000+ people monthly. Logo to be included June, July and August.
- Logo with link to website in *Foundation Focus*, Foundation for BCPL's e-newsletter, that reaches 2,000 people monthly. Logo to be included June, July and August.
- Acknowledgement in all Summer @ Your Library press materials.
- Acknowledgement in Foundation for BCPL annual report.
- Poster to display at your business as proud sponsor of the Baltimore County Public Library Summer @ Your Library.
- Goodwill to the community as a supporter of children's literacy.

Gold Sponsor \$5,000 Two Sponsorships Available

- Logo with link to company's website on Summer @ Your Library website page onbcpl.info. Traffic on Summer @ Your Library page typically averages 47,000 unique visitors.
- Logo in all print/digital advertising. Mention in radio advertising.
- Logo on game board distributed to all registrants.
- Coupon or sample product included in registration bag given to each of the 30,000 participants.
- Logo in *dateLines*, the official BCPL newsletter and calendar of events, distributed to over 20,000 people.
- Logo with link to website in *Highlights*, BCPL's e-newsletter that reaches 100,000+ people monthly during June, July and August.
- Logo with link to website in *Foundation Focus*, Foundation for BCPL's e-newsletter, that reaches 2,000 people monthly. Logo to be included June, July and August.
- Acknowledgement in Summer @ Your Library press materials.
- Acknowledgement at inaugural Summer @ Your Library kickoff festival.
- Acknowledgement in Foundation for BCPL annual report.
- Poster to display at your business as proud sponsor of the Baltimore County Public Library Summer @ Your Library.
- Goodwill to the community as a supporter of children's literacy.



For more information, visit
foundationforbcpl.org.



Overview of Summer @ Your Library at Baltimore County Public Library

Total 2016 Summer Library
Registrations: **58,009**

Registrants Ages
Birth-Five: **10,941**

Registrants K-5: **36,339**

Registrants Grades 6-12:
9,535

Door count in
branches June-August 2016:
1,255,389

Theme for 2017
Children's Programs: Build a
Better World

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Silver Sponsor \$2,500 Five Sponsorships Available

- Logo with link to company's website on Summer @ Your Library website page on bcpl.info. Traffic on Summer @ Your Library page is 47,000 unique visitors.
- Coupon or sample product included in registration bag given to each of the 50,000 participants
- Mention on game board distributed to all registrants.
- Acknowledgement in *dateLines*, the official BCPL newsletter and calendar of events, distributed to over 20,000 people
- Mention in *Highlights*, BCPL's e-newsletter that reaches 100,000+ people monthly during the months of June, July and August
- Mention in *Foundation Focus*, Foundation for BCPL's e-newsletter, that reaches 2,000 people monthly during the months of June, July and August.
- Acknowledgement in Summer @ Your Library press materials.
- Acknowledgement at inaugural Summer @ Your Library kickoff festival.
- Acknowledgement in Foundation for BCPL annual report.
- Poster to display at your business as proud sponsor of the Baltimore County Public Library Summer @ Your Library.
- Goodwill to the community as a supporter of children's literacy.



Bronze Sponsor \$1,000 Ten Sponsorships Available

- Logo with link to company's website on Summer @ Your Library website page on bcpl.info. Traffic on Summer @ Your Library page is 47,000 unique visitors.
- Coupon or sample product included in registration bag given to each of the 50,000+ participants.
- Acknowledgement at inaugural Summer @ Your Library kickoff festival.
- Acknowledgement in *dateLines*, the official BCPL newsletter and calendar of events, distributed to over 20,000 people.
- Acknowledgement in Foundation for BCPL annual report.
- Poster to display at your business as proud sponsor of the Baltimore County Public Library Summer @ Your Library.
- Goodwill to the community as a supporter of children's literacy.

Summer @ Your Library 2017 Sponsorship Form

*All fields required.

Yes, we will sponsor Summer @ Your Library at the following level:

(Checks should be made payable to Foundation for BCPL or paid online at foundationforbcpl.org)

Platinum Sponsor (\$10,000)

Gold Sponsor (\$5,000)

Silver Sponsor (\$2,500)

Bronze Sponsor (\$1,000)

COMPANY NAME

CONTACT PERSON

CONTACT EMAIL

TELEPHONE

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: 410-887-6103

foundationforbcpl.org Email: jsaxenmeyer@bcpl.net



**For more information, visit
foundationforbcpl.org.**