



BALTIMORE COUNTY PUBLIC LIBRARY'S SUMMER READING 2018 – LIBRARIES ROCK!

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 Reading 2018, with the theme “**Libraries Rock!**” Participants will be encouraged to explore the creative, expressive, inspirational power of music through engaging programs, literature, technology, arts and more. Children, teens and adults will have the opportunity to read books and attend library programs that demonstrate exactly why our libraries rock! 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 highlighting music and its connection to science, technology, engineering, arts and math (STEAM), making, coding and more. By engaging the whole family and presenting diverse programs and books for every interest, Baltimore County Public Library hopes to keep library goers rockin' and rollin' all summer long!

By investing your sponsorship dollars in Baltimore County Public Library's Summer Reading 2018, 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.

OVERVIEW OF SUMMER READING AT BALTIMORE COUNTY PUBLIC LIBRARY

50,965 Total 2017 Summer Reading registrations	8,392 Registrants ages birth-5	33,898 Registrants grades K-5	7,834 Registrants grades 6-12	1,352,068 Door count in branches June-August 2017	100,102 Program attendance June-August 2017
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SUMMER READING 2018 SPONSORSHIP FORM

*All fields required.

Yes, we will sponsor SUMMER READING 2018 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)**

RETURN ENTIRE FORM TO:
Foundation for BCPL
Attn: Julie Saxenmeyer
320 York Road, Towson, MD 21204
or
jsaxenmeyer@bcpl.net

For additional information, contact:
Julie Saxenmeyer
410-887-3282
jsaxenmeyer@bcpl.net

COMPANY NAME _____

CONTACT PERSON _____

CONTACT EMAIL _____

TELEPHONE _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

AUTHORIZED SIGNATURE _____

DATE _____



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

SPONSORSHIP LEVELS

	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Available Sponsorships	1	2	5	10
Logo featured as platinum sponsor on online registration page with link to company's website. Every registrant, which typically averages 50,000+, is required to register online at this page.	◆			
Logo featured as platinum sponsor on summer reading club banners located at our 19 branches with total branch visitors averaging 1.35 million, June-August.	◆			
Logo featured on Summer Reading 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 Reading. Total impressions, 1.35 million, June-August.	◆			
Opportunity to participate in and be acknowledged as platinum sponsor at Summer Reading kickoff press conference at Summer Reading Festival and Concert, held at a county location (TBD) on a Saturday in mid-June. Platinum sponsor will be given a booth at the festival. Anticipated festival attendance is 2,000-2,500.	◆			
Logo on Foundation for Baltimore County Public Library's website, foundationforbcpl.org.	◆	◆		
Logo in all print/digital advertising. Mention in radio advertising.	◆	◆		
Logo in dateLines, the official Baltimore County Public Library newsletter and calendar of events.	◆	◆		
Logo with link to website in Baltimore County Public Library's e-newsletter.*	◆	◆	◆	
Logo with link to website in Foundation for Baltimore County Public Library's e-newsletter.*	◆	◆	◆	
Acknowledgement in all Summer Reading press materials.	◆	◆	◆	
Logo with link to company's website on Summer Reading website page on bcpl.info. Traffic on Summer Reading page typically averages 47,000 unique visitors.	◆	◆	◆	◆
Coupon or sample product included in registration bag given to each of participant.	◆	◆	◆	◆
Acknowledgement at Summer Reading kickoff festival and concert.	◆	◆	◆	◆
Acknowledgement in Foundation for Baltimore County Public Library annual report.	◆	◆	◆	◆
Poster to display at your business as proud sponsor of Baltimore County Public Library's Summer Reading.	◆	◆	◆	◆
Mention in dateLines, the official Baltimore County Public Library newsletter and calendar of events.	◆	◆	◆	◆
Mention in Baltimore County Public Library's e-newsletter.*	◆	◆	◆	◆
Mention in Foundation for Baltimore County Public Library's e-newsletter.*	◆	◆	◆	◆

*June, July and August issues.

COMMUNITY REACH

Baltimore County Public Library's e-newsletter
Reaches 200,000+ people monthly

Foundation for Baltimore County Public Library's e-newsletter
Reaches 2,000 people monthly

Baltimore County Public Library's dateLines
Distributed to over 3,000 people monthly