

THE BIG GIVE

Connect with Your Library

May 18, 2022



The **Big Give** is the Foundation's official day of giving! This new fundraiser helps replace revenue lost from canceling our annual gala for the third year in a row. With your help, we can continue our vital work in funding:

- Additional social workers for the Social Worker in the Library Program
- A brand-new STREAM vehicle for our Youth and Family Engagement department's mobile outreach
- Continued support of projects and programs, like Storyville, Summer Reading Challenge and Battle of the Books
- Improvements to our 19 branches around the county

Become a sponsor today!

THE BIG GIVE 2022 SPONSORSHIP FORM

*All fields required.

Yes, we will sponsor The Big Give at the following level:

\$10,000

\$5,000

\$2,500

\$1,000

\$500

(Checks made payable to Foundation for Baltimore County Public Library or pay online at foundationforbcpl.org)

COMPANY NAME

CONTACT PERSON

CONTACT EMAIL

TELEPHONE

ADDRESS

CITY

STATE

ZIP

AUTHORIZED SIGNATURE

DATE

RETURN FORM TO:

Foundation for
Baltimore County Public Library
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



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

Sponsor Levels

	\$10,000	\$5,000	\$2,500	\$1000	\$500
Acknowledgment (with logo) on direct mail promotion	◆				
Name (with link and logo) on the library website and Facebook event page	◆				
Name on Facebook event page	◆				
Acknowledgment (verbal thank you with logo on screen) in Facebook Live event on May 18	3+ times	1+ times			
Logo and name in promotional video	◆	◆			
Acknowledgment in <i>B In The Know</i> , Baltimore County Public Library's monthly printed publication	◆	◆			
Booth space with one (1) six-foot table and/or company banner at a branch event on May 18	◆	◆			
Logo (when possible) on all promotional materials (e.g., press releases, digital monitors in branches, fliers, etc.)	◆	◆			
Logo (with link) on Foundation website for at least:	1 year	6 months			
Logo on Foundation website for at least:	-	-	3 months		
Acknowledgment (verbal thank you) in Facebook Live event on May 18	◆	◆	◆		
Acknowledgment on all promotional materials (e.g., press releases, digital monitors in branches, fliers, etc.)	◆	◆	◆		
Name (with link and logo) on Foundation website's special Big Give page	◆	◆	◆		
Logo on poster displayed prominently in all 19 branches April 18-May 21	◆	◆	◆	◆	
Promotion via social media (over 28,000 followers)	◆	◆	◆	◆	
Inclusion in digital marketing	◆	◆	◆	◆	◆
Listed as sponsor on Foundation website's special Big Give page	◆	◆	◆	◆	◆
Listed as sponsor on Facebook event page	◆	◆	◆	◆	◆
Recognition in <i>Be All In</i> , Baltimore County Public Library's weekly e-newsletter distributed to over 200,000 people, and <i>Foundation Focus</i> , the Foundation's e-newsletter, through May 2022	◆	◆	◆	◆	◆

In-Kind Sponsorship The Foundation would consider an in-kind donation for any level of sponsorship. A sponsorship fee may be paid by providing goods and services that are budget-relieving to the Foundation. These opportunities are reviewed on a case-by-case basis.

*Sponsor will receive immediate weekly recognition in *Be All In* with the first edition subsequent to receipt of the completed sponsorship form.