

ST. JOE COUNTY PUBLIC LIBRARY

Event Sponsorships





Table of Contents

- 1** *WHY SPONSOR A LIBRARY PROGRAM?*

- 2** *SPONSORSHIP OPPORTUNITIES*
 - Science Alive – February
 - Flashback Book Fair – May
 - Summer Reading Club – June & July
 - Explore-a-Story – November
 - Culturally Speaking, Author Series – Quarterly

- 8** *SPONSORSHIP LEVELS*

- 10** *PLEDGE FORM*

Why sponsor a Library program?

Sponsoring an event at the St. Joe County Public Library offers numerous benefits that align with both your business objectives and community engagement goals.

ENHANCED BRAND VISIBILITY

Visibility Across Multiple Channels: Your brand will be prominently displayed across a variety of marketing materials, including our website, social media platforms, newsletters, event signage, and promotional materials. This multi-channel exposure ensures your brand reaches a wide audience.

Targeted Audience Reach: By sponsoring our events, your business gains access to a diverse audience that values education, community engagement, and literacy. This alignment can enhance your brand's reputation and attract new customers who share these values.

COMMUNITY IMPACT AND CORPORATE SOCIAL RESPONSIBILITY (CSR):

Positive Community Impact: Your sponsorship directly supports programs that address critical community needs, such as combating childhood hunger, promoting literacy, and fostering educational curiosity. This creates a positive impact in the community, which can be highlighted in your CSR initiatives.



Quality Education



Decent Work & Economic Growth



Reduced Inequalities



Partnerships for the Goals

Alignment with CSR Goals: Partnering with the library demonstrates your commitment to social responsibility and community well-being. This can improve your brand image and loyalty among customers who value socially responsible businesses.





Sponsorship Opportunities

SCIENCE ALIVE

February

FLASHBACK BOOK FAIR

May

SUMMER READING CLUB

June & July

EXPLORE-A-STORY

November

CULTURALLY SPEAKING, AUTHOR SERIES

Quarterly



Science Alive

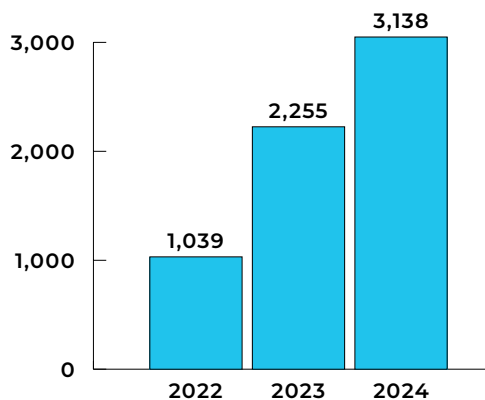
A community celebration of science

Dive into the captivating world of science through fun, interactive exhibits and activities for children and their families. This event has attracted thousands of attendees for over 30 years. Your sponsorship ensures this event is free for all, sparking curiosity and community connection. This event takes place in February at Main Library and the Community Learning Center.



Attendance

This event is geared towards children and teens, but has activities for the entire family to enjoy.



Marketing Plan

Science Alive is marketed through the following channels:

- **Unfold:** our quarterly magazine, which has a typical print run of 4,000 copies and is distributed to all library locations as well as local partners.
- **Library Website:** Our website typically receives over 100,000 visits per month.
- **Email Newsletter:** Our monthly email newsletter is sent to more than 40,000 patrons.
- **Social Media:** Our social media accounts have a combined total of almost 20,000 followers and had 1.25 million impressions in 2024.
- **Digital Signs:** Event will be advertised on our digital signs at all of our branches.

Flashback Book Fair

Beloved childhood books, themed libations, and lively music

The Flashback Book Fair is rapidly becoming one of our most beloved events. This 21+ event blends nostalgia with contemporary literary trends. As a sponsor, your brand will be prominently featured in an evening that attracts a diverse audience of book enthusiasts and community members. Attendees will enjoy a curated experience with beloved childhood books, current titles, themed libations, and lively music, all while supporting a worthy cause—providing free books for children and adults through our Summer Reading Club. This event takes place in May at Main Library.

**FLASHBACK
BOOK FAIR**

Attendance

This is a 21+ event geared toward book enthusiasts and community members. The average attendance is around 200 people, primarily ages 30-45.

Marketing Plan

The Flashback Book Fair is marketed through the following channels:

- **Unfold:** our quarterly magazine, which has a typical print run of 4,000 copies and is distributed to all library locations as well as local partners.
- **Library Website:** Our website typically receives over 100,000 visits per month.
- **Email Newsletter:** Our monthly email newsletter is sent to more than 40,000 patrons.
- **Social Media:** Our social media accounts have a combined total of almost 20,000 followers and had 1.25 million impressions in 2024.
- **Digital Signs:** Event will be advertised on our digital signs at all of our branches.

Summer Reading Club

Summer is a great time to read!

This popular program offers diverse activities for all ages, fostering reading and local exploration. Thousands of readers participate every year, and the program has proven to have a positive impact on school readiness for children, preventing summer learning loss and enhancing reading achievement and enjoyment. Your support allows us to offer two free books to every participant and to host exciting events throughout the summer. This program takes place in June and July at all Library locations.



Highlights

In 2024, we marked our most successful Summer Reading Club yet, with over 7,000 readers and 87,087 books read.



7,647 new readers in 2024



87,087 books read in 2024



15,185 activities completed in 2024

Marketing Plan

Summer Reading Club is marketed through the following channels:

- **SRC Kickoff Party:** This event takes place on the first weekend of Summer Reading Club.
- **SRC Activity Packet:** This printed packet is distributed to all area schools
- **Unfold:** our quarterly magazine, which has a typical print run of 4,000 copies and is distributed to all library locations as well as local partners.
- **Library Website:** Our website typically receives over 100,000 visits per month.
- **Email Newsletter:** Our monthly email newsletter is sent to more than 40,000 patrons.
- **Social Media:** Our social media accounts have a combined total of almost 20,000 followers and had 1.25 million impressions in 2024.
- **Digital Signs:** Event will be advertised on our digital signs at all of our branches.

Explore-a-Story

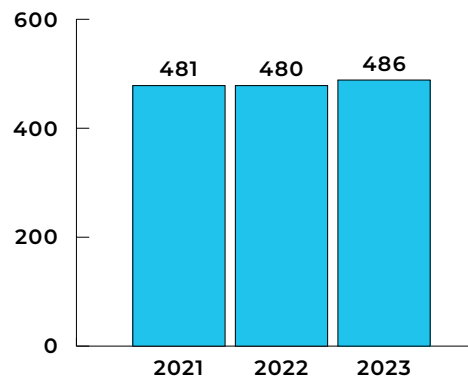
A celebration of stories and music

This fun day filled with costumed characters, musical performances, and activities invites families to enter the colorful world of a children's picture book. This event for early and pre-readers instills a love of reading at a young age. Your support allows us to give away free books to participants and to offer numerous shows and activities throughout the day. This event takes place in November at Main Library and the Community Learning Center.



Attendance

This program is geared towards families with young children.



Marketing Plan

Explore-a-Story is marketed through the following channels:

- **Unfold:** our quarterly magazine, which has a typical print run of 4,000 copies and is distributed to all library locations as well as local partners.
- **Library Website:** Our website typically receives over 100,000 visits per month.
- **Email Newsletter:** Our monthly email newsletter is sent to more than 40,000 patrons.
- **Social Media:** Our social media accounts have a combined total of almost 20,000 followers and had 1.25 million impressions in 2024.
- **Digital Signs:** Event will be advertised on our digital signs at all of our branches.

Culturally Speaking, Author Series

Celebrating & engaging our beautifully diverse community

Join us in supporting Culturally Speaking, a new quarterly series of author talks designed to celebrate and engage our beautifully diverse community. This series provides a unique platform for empowering authors to share their work through the lens of their cultural backgrounds and perspectives, fostering a deeper understanding and appreciation of our shared stories. Partner with us to elevate your brand while making a meaningful contribution to our community's cultural and literary landscape.



Upcoming Speakers



Jason Reynolds
Friday, January 24

Jason Reynolds is a #1 New York Times bestselling author and the recipient of a Newbery Honor, a Printz Honor, an NAACP Image Award, and multiple Coretta Scott King honors.



Maria Kelson
Wednesday, March 5

Maria Kelson writes crime fiction and speculative stories featuring Latinx characters with human problems. Her debut novel, *Not the Killing Kind*, is set in northern California.

Marketing Plan

Culturally Speaking is marketed through the following channels:

- **Unfold:** our quarterly magazine, which has a typical print run of 4,000 copies and is distributed to all library locations as well as local partners.
- **Library Website:** Our website typically receives over 100,000 visits per month.
- **Email Newsletter:** Our monthly email newsletter is sent to more than 40,000 patrons.
- **Social Media:** Our social media accounts have a combined total of almost 20,000 followers and had 1.25 million impressions in 2024.
- **Digital Signs:** Event will be advertised on our digital signs at all of our branches.

Sponsorship Levels

\$10,000

PRESENTING SPONSOR (EXCLUSIVE)

- ◆ “Presented by” with logo on all marketing materials
- ◆ Pre-recorded remarks for inclusion in program promotion OR 2-minute speaking opportunity at event (where applicable)
- ◆ Logo on outdoor event signage at library (where applicable)
- ◆ Verbal recognition at event
- ◆ First right of refusal for following year’s program
- ◆ Logo on promotional coffee cup sleeves at St. Joe Coffee Co.
- ◆ Large logo recognition on printed event signage
- ◆ Large logo recognition on digital signage
- ◆ Large logo recognition on social media and event webpage

\$5,000

1ST EDITION SPONSOR

- ◆ Verbal recognition at event
- ◆ First right of refusal for following year’s program
- ◆ Logo on promotional coffee cup sleeves at St. Joe Coffee Co.
- ◆ Large logo recognition on printed event signage
- ◆ Large logo recognition on digital signage
- ◆ Large logo recognition on social media and event webpage

\$2,500

BESTSELLER SPONSOR

- ◆ Medium logo recognition on printed event signage
- ◆ Medium logo recognition on digital signage
- ◆ Medium logo recognition on social media
- ◆ Medium logo recognition on event webpage

\$1,000

CLASSIC SPONSOR

- ◆ Medium logo recognition on event webpage
- ◆ Small logo recognition on printed event signage
- ◆ Small logo recognition on digital signage

\$500

MANUSCRIPT SPONSOR

- ◆ Small logo recognition on event webpage and digital signage

\$250

FIRST DRAFT SPONSOR

- ◆ Name recognition on event webpage and digital signage

	\$10,000 Presenting Sponsor	\$5,000 1st Edition Sponsor	\$2,500 Bestseller Sponsor	\$1,000 Classic Sponsor	\$500 Manuscript Sponsor	\$250 1st Draft Sponsor
"Presented by" with logo on all marketing materials	◆					
Pre-recorded remarks for inclusion in program promotion OR 2-minute speaking opportunity at event (where applicable)	◆					
Logo on outdoor event signage at library (where applicable)	◆					
Verbal recognition at event	◆	◆				
First right of refusal for following year's program	◆	◆				
Logo on promotional coffee cup sleeves at St. Joe Coffee Co.	◆	◆				
Large logo recognition on printed event signage	◆	◆				
Large logo recognition on digital signage	◆	◆				
Large logo recognition on social media and event webpage	◆	◆				
Medium logo recognition on printed event signage			◆			
Medium logo recognition on digital signage			◆			
Medium logo recognition on social media			◆			
Medium logo recognition on event webpage			◆	◆		
Small logo recognition on printed event signage				◆		
Small logo recognition on digital signage				◆		
Small logo recognition on event webpage and digital signage					◆	
Name recognition on event webpage and digital signage						◆

Pledge Form

Please make checks out to: St. Joe County Public Library Foundation

Science Alive

- \$10,000 - Presenting Sponsor
- \$5,000 - 1st Edition Sponsor
- \$2,500 - Bestseller Sponsor
- \$1,000 - Classic Sponsor
- \$500 - Manuscript Sponsor
- \$250 - 1st Draft Sponsor

Flashback Book Fair

- \$10,000 - Presenting Sponsor
- \$5,000 - 1st Edition Sponsor
- \$2,500 - Bestseller Sponsor
- \$1,000 - Classic Sponsor
- \$500 - Manuscript Sponsor
- \$250 - 1st Draft Sponsor

Summer Reading Club

- \$10,000 - Presenting Sponsor
- \$5,000 - 1st Edition Sponsor
- \$2,500 - Bestseller Sponsor
- \$1,000 - Classic Sponsor
- \$500 - Manuscript Sponsor
- \$250 - 1st Draft Sponsor

Explore-a-Story

- \$10,000 - Presenting Sponsor
- \$5,000 - 1st Edition Sponsor
- \$2,500 - Bestseller Sponsor
- \$1,000 - Classic Sponsor
- \$500 - Manuscript Sponsor
- \$250 - 1st Draft Sponsor

Culturally Speaking

- \$10,000 - Presenting Sponsor
- \$5,000 - 1st Edition Sponsor
- \$2,500 - Bestseller Sponsor
- \$1,000 - Classic Sponsor
- \$500 - Manuscript Sponsor
- \$250 - 1st Draft Sponsor

Select area to support:

- Area of greatest need in education/programming
- Early literacy
- Science & technology
- Author talks
- Supportive Services

Invoice me for \$ _____ on _____ (date).

Agreed to and accepted by _____

Payment enclosed

Contact me to discuss payment options.

BUSINESS NAME

WEBSITE

BUSINESS ADDRESS

CITY/STATE/ZIP

CONTACT NAME

EMAIL

BUSINESS PHONE

MOBILE PHONE

SIGNATURE

Total Pledge Amount \$ _____