Event Sponsorship Opportunities 2024
Science Alive! **FEBRUARY 10, 2024**
*A community celebration of science*

Our community learns more about the world of science through fun, interactive programs for kids and their families. This event has attracted thousands of attendees for over 30 years.

*Estimated attendance: 2,000+*

---

Summer Reading Club **SUMMER 2024**
*Summer is a great time to read!*

This popular program challenges young and old alike to reach ambitious reading goals. Thousands of readers participate every year, and the program has proven to have a positive impact on school readiness for children.

*Estimated participation: 4,000+*

---

Explore-a-Story **FALL 2024**
*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.

*Estimated attendance: 500+*

---

Life in Michiana **WINTER 2024**
*Capturing Michiana’s essence through photography*

Life in Michiana is an annual photography contest in which community members submit photos that capture what makes our community great.

*Estimated participation: 150+*

---

Feeding Kids Growing Minds
*Combating childhood hunger together*

Feeding Kids Growing Minds aims to combat childhood hunger by providing after-school snacks to children and teens at four local library branches.

*Estimated snacks served: 20,000+*
$10,000 - Exclusive Opportunity

One Available Per Event

- “Presented by” on all marketing materials
- First right of refusal for presenting sponsor for following year’s event
- Pre-recorded remarks for inclusion in event promotion
- Chance to name coffee/tea specialty drink served in café during event & event promotion
- Medium logo on coffee cup sleeve promoting event
- Large logo on external signage promoting event
- Verbal recognition at event
- Extra large logo placement on all marketing promotions for the event, including:
  - Unfold magazine (4,000 copies)
  - Library website event page with link to sponsor organization (over 600,000 annual website users)
  - Printed promotional material at all ten library locations
  - Recognition on digital signage at Main Library
  - Logo on display at virtual or in-person event
  - Mentions in social media event promotion

Specific to Summer Reading Club

- Extra Large logo on tote bags given to all participants
- Logo inclusion on app summer reading club participants use to track activities
- Inclusion of one marketing piece in tote bags
- Sponsor may provide company-branded pencils (at their cost) in addition to marketing piece
$7,500 - Exclusive Opportunity

One Available Per Event

- First right of refusal for this sponsor level for following year's event
- Medium logo on coffee cup sleeve promoting event
- Verbal recognition at event
- Extra large logo placement on all marketing promotions for the event, including:
  - Unfold magazine (4,000 copies)
  - Library website event page with link to sponsor organization (over 600,000 annual website users)
  - Printed promotional material at all ten library locations
  - Recognition on digital signage at Main Library
  - Logo on display at virtual or in-person event
  - Mentions in social media event promotion

Specific to Summer Reading Club

- Extra large logo on tote bags given to all participants
- Logo inclusion on app summer reading club participants use to track activities
$5,000 - Limited Opportunity

Three Available per Event

- First right of refusal for this sponsor level for following year’s event
- Medium logo on coffee cup sleeve promoting event
- Verbal recognition at event
- Large logo placement on all marketing promotions for the event, including:
  - Unfold magazine (4,000 copies)
  - Library website event page with link to sponsor organization (over 600,000 annual website users)
  - Printed promotional material at all ten library locations
  - Recognition on digital signage at Main Library
  - Logo on display at virtual or in-person event
  - Mentions in social media event promotion

Specific to Summer Reading Club

- Large logo on tote bags given to all participants
- Logo inclusion on app summer reading club participants use to track activities

$2,500

- Medium logo placement on marketing promotions for the event including:
  - Unfold magazine (4,000 copies)
  - Library website event page with link to sponsor organization (over 600,000 annual website users)
  - Printed promotional material at all ten library locations
  - Logo on display at virtual or in-person event
  - Mentions in social media event promotion

Specific to Summer Reading Club

- Exclusive signage at one food/ice truck at kick-off event
- Medium logo on tote bags given to all participants
**$1,000 Sponsor**

- Small logo placement on marketing promotions for the event including:
  - Unfold magazine (4,000 copies)
  - Library website event page with link to sponsor organization (over 600,000 annual website users)
  - Printed promotional material at all ten library locations
  - Logo on display at virtual or in-person event
  - Mentions in social media event promotion

**Specific to Summer Reading Club**

- Small logo on tote bags given to all participants

**$500 Sponsor**

- Small logo placement on marketing promotions for the event including:
  - Library website event page (over 600,000 annual website users)
  - Logo on display at virtual or in-person event

**Specific to Summer Reading Club**

- Choice between small logo on tote bags given to all participants or logo on event signage

**$250 Sponsor**

- Name listing on on library website event page (over 600,000 annual website users)

**Specific to Summer Reading Club**

- Choice between small logo on tote bags given to all participants or name on website