

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+

Science Alive and Summer Reading Club

◆ \$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



Science Alive and Summer Reading Club

◆ \$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



Science Alive and Summer Reading Club

◆ \$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



Science Alive and Summer Reading Club

◆ \$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

