

Sponsorship Opportunities

Fall For Your Library Sponsorship



Become a sponsor of the Library's largest annual fundraising event and receive company recognition, complimentary tickets, and much more. Fall For Your Library is the community's premiere food & wine tasting event which attracts hundreds of people from the local area. Guests enjoy food and wine tastings, live music, games, auctions and prizes. Funds raised allow the library to keep up with growing demand by enhancing traditional offerings with new and innovative programs and services. Contact Amy McDonald (412-735-3542) to find out how your company can get involved.

Newsletter Sponsorship: \$500



Help spread the word about the fabulous programs and services that the library offers to the community. Your donation will help educate and inform library visitors while putting your business in the spotlight. Your business logo will be featured on the cover of the newsletter, a Donor Spotlight article within the newsletter will highlight your business while acknowledging your generosity to the community, your company will receive recognition on our website and in-house media board and you will be given a certificate entitling you to up to four hours of complimentary room usage. In addition, you will also receive a quarter page ad in the Fall For Your Library event program as well as a VIP parking pass to be used the evening of Fall For Your Library.

Program Sponsorship: \$300



Bring quality programs to local residents! As a program sponsor you will receive up to four hours of complimentary room usage to host your program at the library. Your business will be recognized as the program sponsor on all promotional materials including flyers, newsletters, website, emails, social media mentions, and in-house media board. We'll also set up a program-themed book display to help promote your program within the library.

Library Sponsorship: \$225



Help underwrite the cost of program planning and materials. As a library sponsor your business will be featured on all promotional materials associated with the program of your choice – Storytimes, Family Movie Nights, Tech Programs, Adult Education Programs and more. All marketing associated with the program will include your name and logo, including flyers, newsletters, website, emails, social media mentions, and in-house media board.

Benefits & Recognition

Sponsorship Benefits	Newsletter Sponsor \$500	Program Sponsor \$300	Library Sponsor \$225
Your business featured as the presenting sponsor on the cover of our quarterly print newsletter	✓		
Donor Spotlight Article with company photo and/or logo in quarterly print newsletter	✓		
Quarter page ad in Fall For Your Library event program	✓		
VIP parking at to our annual fundraising event <i>Fall For Your Library</i> (September)	✓		
Up to 4 hours of complimentary room use for your program or business (includes set up & clean up and use of AV equipment if needed)	✓	✓	
Program-themed book display within library to promote your program or business	✓	✓	
Company name/logo displayed on the library's in-house media board	✓	✓	✓
Your business highlighted as program sponsor on all program marketing materials (flyers, website, newsletter, email, etc.)		✓	✓
Program listing with company logo in our quarterly print newsletter		✓	✓
Your business listed as a sponsor on the Library's website with a link to your website	✓	✓	✓

Co-Marketing Opportunities

Facebook “Like Challenge: \$100 -\$500



Increase your social media presence! By partnering with the library on a Facebook “Like Challenge you will increase the amount of customers following your business in a meaningful and engaged way. Demonstrating your businesses core values, such as community, resonate with your customers and gives them an opportunity to feel connected to your business.

Nowadays, many customers have a strong preference for businesses that add social value to their products and services. Companies whose foundations are built on maximizing social impact make a good impression on their customers. Among the benefits of having the library as a co-marketing partner are the opportunity to live your values, share supports and create great content.

The library has a built-in set of supporters who are passionate about our mission. Through cross-promotion, our supporters will be introduced to your products.

How it works:

Facebook users will be encouraged through a series of posts to like your business Facebook page. For every new “like” the page receives through the length of the campaign, your business will agree to donate \$2 to the library, up to a prearranged amount.

The library will create a series of Facebook posts for your business page introducing the campaign and encouraging people to participate. The library will also write, schedule and monitor a series of Facebook posts for the library’s page.