

# SPONSORSHIP GUIDE



## Plano Public Library

*A Service of the City of Plano*

*Plano Public Library serves a community of nearly half a million residents with lifelong learning resources through print and digital collections, services, and programs at five libraries in Plano, Texas*



### Summer Learning

Summer Learning is a fun family activity encouraging families and children in Plano and surrounding communities to continue learning and exploration throughout the summer. Plano Public Library hosts Summer Learning events to draw the community together with family-friendly activities at all five libraries such as performers, face painting, balloon artists and more. At kickoff events, families are introduced to the many learning opportunities offered at the library all summer long, including a reading challenge.

Reading Challenge Family-Friendly Activities Learn & Explore

### Kickoff: Saturday – May 29, 2021

Harrington Library	10AM - 12PM
Schimelpfenig Library	10AM - 12PM
Davis Library	12PM - 2PM
Haggard Library	2PM - 4PM
Parr Library	2PM - 4PM



### 2021 Sponsorship Opportunity

Plano Public Library welcomes sponsorship from corporations or organizations supporting our goal of promoting active and engaged minds throughout summer. Sponsorship provides your organization with enhanced visibility among those who attend the Summer Learning events, as well as the broader group of library patrons during the summer. At the same time, your contribution provides Plano Public Library the cash support necessary for the library to host quality events at all five libraries, reaching an increasingly broad and diverse audience.

### Benefits of Sponsorship

The Summer Learning sponsor benefits in many ways, including acknowledgement of their commitment to supporting children and families, and association with a widely publicized, positive, community-oriented event. Contributors to Plano Public Library receive the following benefits:

### Summer Learning Sponsor – \$4000

- Logo included with article about Summer Learning in May eNewsletter (distribution 100,000 monthly)
- Logo included with announcement of Summer Learning events in summer **Engage** brochure (16,000 printed + digital)
- Signage at all five library kickoff events on May 29, 2021 (signage provided by sponsor)
- Name or logo in black on 2,500 paper fans to be distributed at summer kickoff events and at outreach throughout summer, 2021