

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



Youth Financial Learning Programs: Art Shop & Light It Up

Gaining the knowledge and skills to build financial capability is vital to the economic stability of families and the greater community. At Plano Public Library the learning begins early! Our Art Shop program for children initiates family conversations around money matters. Tweens and teens explore both earning and spending money, and are rewarded for responsible money management.

 Earning  Spending  Money Management  Family Conversations 







2021–2022 Sponsorship Opportunity

Plano Public Library welcomes sponsorship from corporations or organizations supporting our goal of stimulating financial education for area youth. Sponsorship provides your organization with visibility in the Engage brochure each season, as well as among those who attend the Art Shop and Light It Up programs. The programs offer the additional benefit of opportunities for volunteer engagement. Plano Public Library welcomes employees of the sponsoring organization to assist in delivering the programs and to engage with the diverse audience of library programs.

Benefits of Sponsorship

The Youth Financial Learning Programs sponsor benefits in many ways, including acknowledgement of their commitment to supporting children and families, and association with a highly valued City of Plano service. Contributors to Plano Public Library receive the following benefits:

Youth Financial Learning Programs Sponsor – \$5000

-  Logo included with articles and mentions related to Art Shop and Light It Up in eNewsletters (distribution 100,000 monthly)
-  Logo included with program listings each season in **Engage** brochure (45,000 printed + digital)
-  Signage at each Art Shop and Light It Up program for one year (signage provided by sponsor)
-  Recognition in Volunteers in Plano (VIP) newsletter and Library website Business & Partners page for one year