

COMMUNITY SPONSORSHIP PROGRAM FY 2021

Join the Community Sponsorship Program and help provide funding for a diverse range of valuable library programs and services, while receiving recognition for your support throughout the year.

(Sponsorship year runs September 1 - August 31.)

Contact Michelle Schembri to find out more at howetogive@thehowe.org or 603-640-3260.



General Sponsor Benefits starting at the \$500 (Bestsellers) level include:

- Highlighted at Howe Library Corporation events
- On signage in the library or entry way
- Mentioned in Special ENews (sent to 6,750 patrons, 2x annually)



- Mentioned in quarterly Corporation ENews
- Included on the Howe Library sponsorship webpage
- Listed in Annual Report
- Placed in Valley News ad

CLASSICS - \$1,000

- Listed on invitations and on marketing materials related to Howe Library Corporation events
- Mentioned in Howe Library social media

FIRST EDITIONS - \$1,500

- Recognized at start of each Corporation event
- Featured on sponsor bookmark provided with circulating materials
- Highlighted in one monthly sponsor spotlight in monthly ENews

RARE BOOKS - \$2,500

- Logo/Name at bottom of 12 monthly Howe ENews (sent to 6,750 patrons)
- Logo on Little Free Library book stickers
- Logo/Name included on children's activity bags and the Expand Your World Collection tags and on related webpages

ANTIQUARIAN BOOKS - \$5,000

- Appear on Booklist/Newest Titles landing pages (one of our most viewed web pages) and related printed flyers/bookmarks
- Listed on garden stake thank you signs in front wall planters
- Recognized on all marketing materials and webpages related to either Everyone is Reading OR the Summer Reading program

BIBLIOPHILES - \$10,000

- Spotlight on front page of Howe website (3,500 avg. sessions a month) as programming sponsor
- Recognized on all marketing materials and webpages related to BOTH Everyone is Reading AND the Summer Reading programs