



LAFAYETTE LIBRARY
AND LEARNING CENTER
F O U N D A T I O N

15th ANNIVERSARY

Sponsorship Opportunities

Summer 2024-Spring 2025

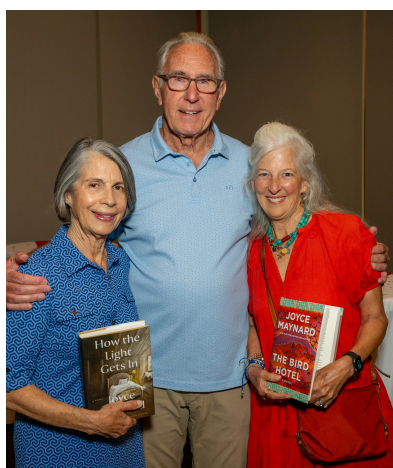
Celebrating 15 Years!

The heart of Lafayette

Since the Lafayette Library and Learning Center (LLLC) doors first opened in 2009, the space and its events have been the heart and central gathering place of the community, benefitting tens of thousands of visitors each year.

This year, the Lafayette Library and Learning Center Foundation is celebrating a milestone – its 15th anniversary year – with exciting and engaging programs and events. We invite you to be a central part of this celebration as a 15th Anniversary Sponsor.

Your sponsorship directly benefits the community and offers unparalleled marketing opportunities. Sponsorship support also tangibly benefits the community through extra weekly library hours, free and low-cost programs like Distinguished Speaker Series, teen and senior programming through the SWELL Center, music in the amphitheater, science talks, civics conversations, health and wellness experts and more. Collectively this funding supports nearly \$2M required annually to meet the ever-changing needs and interests of the patrons who use the library everyday.



We invite you to demonstrate your support for the valuable resources and services offered by Lafayette Library and Learning Center Foundation as a sponsor. Sponsors will be included in print marketing, social media, press releases, event programs and signage, and thanked live at events as outlined below. All sponsors are recognized in the Foundation's Annual Report, on our website, and at the entrance to the Library.

Sponsorship Packages

Lafayette Library and Learning Center Foundation media includes:

- **Website** 1,900 views/month, 1,500 unique visitors
- **Library Media Wall** 6,500 weekly visitors
- **Weekly Newsletter** 6,000 subscribers, 60% open rate
- **Social Media** 1,400+ followers and growing

15th Anniversary Lead Sponsor

\$25,000

A 15th Anniversary Lead Sponsor receives marketing benefits associated with all Foundation events from July 2024 through June 2025, including but not limited to: Novel Beats: Live Music at the Library (Free music series Friday evenings August 2, 9, and 16, 2024), Foundation Speaker programs (Distinguished Speaker Series, authors, field experts, journalists, scientists and more), Day at the Library (free, special library activity day October 19, 2024), and the Library fundraiser, Night at the Library (November 2, 2024).

Marketing benefits include:

- An exclusive sponsorship announcement in the Foundation newsletter, across social media platforms and on the Library Media Wall.
- Prominent logo placement on marketing materials online and print for all Foundation programs and events from July 2024 through June 2025.
- Verbal recognition at all Foundation programs and events.

Additional Lead Sponsor benefits include:

- Foundation Speaker Series: The Lead sponsor will be offered two (2) reserved seating tickets to all ticketed Foundation programs including any special events and offsite programs.
- Night at the Library: In addition to marketing benefits, Lead sponsor benefits include twelve (12) event tickets and other event sponsor benefits (on social media, in the even program and in event slide presentations the night of the event).
- A 15th Anniversary Lead sponsor is invited to join us as a “sponsor participant” at events in a mutually agreed upon meaningful way that enriches the event. (eg: a table at Day at the Library)

15th Anniversary Lead Sponsor

\$15,000

15th Anniversary sponsors receive marketing benefits associated with Foundation events from July 2024 through June 2025. Current calendared events are Novel Beats: Live Music at the Library (free music series Friday evenings August 2, 9, and 16, 2024), Foundation Speaker Programs (Distinguished Speaker Series, authors, field experts, journalists, scientists and more), Day at the Library (free, special library activity day, October 19, 2024), and the Library fundraiser, Night at the Library (November 2, 2024).

Marketing benefits include:

- An exclusive sponsorship announcement in the Foundation newsletter, social media and on the Library Media Wall.
- Prominent logo placement on event marketing – online and in print for Foundation programs and events from July 2024 through June 2025.
- Verbal recognition at Foundation events, including at least two free community events planned in celebration of the 15th Anniversary: Novel Beats: Live Music at the Library and Day at the Library.

Additional 15th Anniversary Sponsor benefits include:

- Night at the Library: 15th Anniversary Lead Sponsor benefits include eight (8) event tickets and other event sponsor benefits (TBD).
- A 15th Anniversary sponsor is invited to join us as a “sponsor participant” at events in a mutually agreed upon meaningful way that enriches the event. (eg: a table at Day at the Library)



Foundation Speaker Series Sponsor

\$10,000

Speaker Series Sponsors receive marketing benefits associated with one specific Foundation Program Series taking place between July 2024 and June 2025. Current calendared series include Novel Beats: A Live Music Series (free music on Friday evenings August 2, 9, and 16, 2024), fall Distinguished Speaker Series authors, plus a civic engagement program with CalMatters. Plans for early 2025 include a Foundation Series' on Health, Wellness and Aging; Science Cafe; and Policy, Politics and Civic Engagement (speakers, panels and authors throughout the year).

Marketing benefits include:

- Prominent logo placement on marketing materials for a single series – online and in print – including posters for selected series events in the Library and lobby.
- Stand alone recognition on social media and in the Foundation's weekly newsletter.
- At each event, four (4) reserved seating tickets to series programs, verbal recognition and sponsor logo placement on the program introduction slide.
- After the series, promotional benefits may continue recognition on the event recording posted to the Foundation's YouTube channel.
- Night at the Library: Series Sponsors also receive Night at the Library sponsor recognition and four (4) event tickets.



Pulitzer Sponsor

\$5,000

Pulitzer Sponsors receive marketing benefits associated with Day at the Library (October 19, 2024) and Night at the Library (November 2, 2024)

Marketing benefits include:

- Marketing and media benefits as outlined above.
- Night at the Library: Sponsor recognition in the event marketing, program and four (4) event tickets.



Please note: The Foundation will work with you to create a sponsorship package that fits your unique needs while highlighting your support for the Lafayette Library and Learning Center. Want to explore other ways to be part of the Lafayette Library and Learning Center? Contact us to discuss other meaningful opportunities.

Print and press release promotions are subject to print deadlines. Check with the Foundation office for more details. To be included in Day at the Library marketing sponsorship confirmation by September 6, 2024 is recommended.

We look forward to working with you!

To confirm your sponsorship or inquire further about options, please contact:

Sarah Blumenfeld, Development & Programs Director:
sblumenfeld@lllcf.org or 925-283-6513 x 104