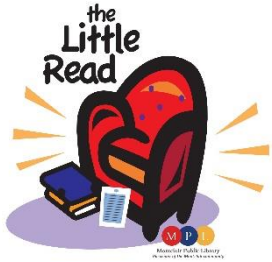


# Montclair Public Library Presents: The 2017 Little Read



Dear Supporter,

The Montclair Public Library and its Foundation is excited to present the ninth annual **Little Read**, a weekend long children's read-aloud marathon that will bring together Montclair neighbors, writers, local heroes and celebrities in a town-wide celebration of literacy and community. The event, entirely free to the public, will take place in the following locations:

**Friday, October 20**

9:30 am – Noon: Bellevue Avenue Library: Local Pre-Schools

10:00-11:30 am: Montclair Public Library Auditorium: Montclair Community Pre-K and Montclair Child Development Centers

7:00-8:00 pm: Bedtime Stories at the Main Library Auditorium

**Saturday, October 21**

11:00 am: Montclair Fire Department, Valley Road

1:00-2:00 pm: Montclair Art Museum

2:00-3:00 pm: Wally Choice Community Center

3:00-5:00 pm: Main Library

**The MPL Foundation is currently seeking sponsors for this community-wide event.** All proceeds of the **Little Read** will benefit MPL's Children's Department. Additionally, with the support of our donors and sponsors, the Foundation funds the Children's Summer Reading Program which serves more than 1,000 children. Last year the children and teens enrolled read 14,800 books!

Thank you for considering becoming a 2017 **Little Read** Sponsor. All sponsorship levels will allow you to showcase your commitment to the community and your dedication to the children of Montclair. Please take a moment to review this proposal regarding sponsorship levels and benefits. Your sponsorship will help the Foundation in its mission to ensure that the library continues to change lives every day through words, ideas and community connections.

For further questions please call Anita Peterson at 973-744-0500 x2222 or email her at [anita@montclairplf.org](mailto:anita@montclairplf.org).

# Background of The Little Read

- The **Little Read** began in 2009 as a free children's read-aloud marathon bringing together Montclair neighbors, writers, local heroes and celebrities in a town-wide celebration of literacy and community.
- Research shows that reading aloud to children is the single most important activity for promoting early literacy, the basis for all future social participation.
- The **Little Read** event has always been entirely free to the public. Each participant reads aloud in 10-minute slots scheduled throughout the two-day event, which is geared to children in pre-school through grade four.
- Readings take place at different locations throughout Montclair, with a wide variety of books for readers to choose from. The goal of our town-wide event is far-reaching, bringing residents together in a fun-filled read-aloud event while giving the children of Montclair a glimpse of how strong a nation can be when it is full of readers.

# Partnership with MPL

## Building a Community of Learning

- The Montclair Public Library serves as a center for sharing information, collective exploration and quiet refuge. Simply put, the Library is an integral part of the community.
- At a time when MPL has never been more heavily used or deeply needed, we continue to expand our reach to provide an unprecedented array of programs and services such as the Little Read.
- Whether our patrons wish to visit the Library for Story Times, Baby Yoga, Summer Reading, Lincoln Center Screenings, Adult School classes or Open Book/Open Mind the Library provides unique resources to the thousands we serve each year.
- Corporate support is vital to the Library's efforts to provide vast entertaining and educational programming to all-completely free of charge. As our Corporate Partner , your generosity will enable the Library to remain one of the preeminent public resources.

# Sponsor Levels

## **Best Seller-\$5,000**

- Name and logo placement on all printed materials related to the event
- Verbal acknowledgment at all site locations
- Sponsor name recognition in all press releases related to events
- Logo placement on websites
- Sponsor recognition in all social media
- Logo placement in all advertising
- Signage at event locations
- Your promotional materials distributed on tables at Main Library
- Opportunity to read aloud at each location

# Sponsor Levels

## **Bedtime Story Sponsor-\$2,500**

- Sponsor name will be part of the Bedtime Story event name
- Name and logo placement on all printed materials related to the event
- Podium acknowledgment during Bedtime Stories
- Sponsor name recognition in all press releases related to events
- Logo placement on websites
- Sponsor recognition in all social media
- Logo placement in all advertising
- Signage at Bedtime Story event
- Your promotional materials distributed on tables at Main Library
- Opportunity to read aloud at Bedtime Stories

# Sponsor Levels

## **Community Site Sponsor-\$1,000**

- Name and logo placement on all printed materials related to the event
- Verbal acknowledgment at the community site
- Name recognition in all press releases related to events
- Logo placement on websites
- Sponsor recognition in all social media
- Logo placement in all advertising
- Signage at the community site location
- Your promotional materials distributed on tables at Main Library
- Opportunity to read aloud at the site location

# Sponsor Levels

## **BookMate-\$500**

- Underwrites an individual activity at an event location
- Name recognition in all press releases related to events
- Sponsor recognition in all social media
- Logo placement on websites
- Your promotional materials distributed on tables at Main Library
- Opportunity to read aloud at the event location



# Media Exposure for The Little Read

		Best Seller Sponsor	Bedtime Story Sponsor	Community Site Sponsor	BookMate Sponsor
Public Relations	Included in press releases to Montclair Times, Montclair Local, Baristanet TAP Montclair, Montclair Magazine and Montclair Patch	x	x	x	x
E-Mail Blasts	4 email blasts to donor database(4,000) Inclusion in MPL Newsletter 3 times(25,000)	x	x	x	x
Newspaper Ads	2 1/4 page ads in Montclair Times	x	x		
Online Advertisng/Listings	Baristanet, Montclair Magazine, NJ Monthly	x			
Logo Placement	MPL and MPLF Websites	x	x	x	x
Social Media Teases	Facebook, Twitter, Instagram	x	x	x	x
Signage	Event Signage at all locations including digital displays at Main Library Signage at site location only	x	x	x	
Promotional Materials	Promotional materials distributed on tables at Main Library	x	x	x	x
Flyers	Flyers and/or email blasts to schools	x	x		