

Dear Community Supporter:

The Friends & Foundation of the Albany Public Library is proud to present the Centennial Celebration on Saturday, October 21, 2023 at 1100 Madison Ave, Albany, NY. This year, we are thrilled to be celebrating the Albany Public Library's 100th year of service to the community, including special events, programs and activities at all seven branches in the months ahead, culminating in our Centennial Celebration in October!

Please join us as a sponsor for the Centennial Celebration of the Albany Public Library. Your support means we can fund programs like #KeepAlbanyConnected, which extends free APL WiFi beyond the walls of library branches; Branching Out, a mural and performance program supported by the American Library Association, led by Jade Warrick and YouthFX; free concerts in the Bach Branch Garden this summer; and free Albany Public Library centennial festivities at Howe and Delaware in May and June.

Your contribution supports Albany-made creativity in the public library and ensures APL has the resources needed to serve the community for the next 100 years.

Please pledge your sponsorship for this event today. We look forward to celebrating with you in October!

Sincerely,



DTraecelle Carter, President

Friends & Foundation of the Albany Public Library
president@ffapl.org
(518) 427-4300 x0367

Centennial Celebration Fundraiser Corporate Sponsorship Form October 21, 2023

Title Sponsor - One Available

\$10,000

- Announcement of your organization as the Centennial Celebration Title Sponsor at May's Albany Public Library Day ceremony, and an opportunity to have a company representative speak at the kickoff ceremony featuring APL Leadership staff, Mayor of Albany and other VIPs.

(must pledge by May 14, 2023)

- "Centennial Celebration Presented by" on all marketing materials.
- Headline placement on sponsor page on www.ffapl.org and Centennial Website.
- Company name or logo placement on the invitation card.

(must pledge by July 31, 2023)

- Company name and logo prominently displayed at the October event.
- Full page color ad (5.25" x 7.75") in digital event program
- Company representative invited to speak at October event.
- Social Media Posts -Six (total) posts across our social media channels – Instagram, Facebook, LinkedIn.
- 10 tickets to event or 2 tickets to event and remaining money is directed to Library programs.

Publisher

\$5,000

- Recognize sponsor at May's Albany Public Library Day ceremony and an opportunity to have a company representative speak at the kickoff ceremony featuring APL Leadership staff, Mayor of Albany and other VIPs.

(must pledge by May 14, 2023)

- Company name & logo on event invitation.

(must pledge by July 31, 2023)

- Company name & logo and on Centennial Celebration Webpage.
- Full page color ad (5.25" x 7.75") in digital event program.
- Social Media Posts – Four total) posts across our social media channels – Instagram, Facebook, LinkedIn.
- 8 tickets to event or 2 tickets to event and remaining money is directed to Library programs.

Author \$2,500

- Company name listed on event invitation. *(must pledge by July 31, 2023)*
- Company name & logo on Centennial Webpage.
- Half page color ad (5.25" x 7.75") in digital event program.
- Social Media Posts - Three (total) posts across our social media channels – Instagram, Facebook, LinkedIn.
- 6 tickets to event or 2 tickets to event and remaining money is directed to Library programs.

Library Patron Sponsor \$1,500

- 10 tickets to the event.
- Logo placement in digital event program.

Reading Zone Sponsor - One Available \$1,500

- FFAPL Tabling Opportunity.
- “Reading Zone Presented By” in all materials.
- Literary Legends Through the Years - An exhibit to celebrate FFAPL’s Literary Legends.
- Listing and logo placement in digital event program.

Scavenger Hunt Sponsor - One Available \$1,500

- “Scavenger Hunt Presented By” in all materials.
- Literary Based – “Collect all these items and turn it in”.
- Free Prize for people who complete.
- Listing and logo placement in digital event program.

Capture the Memories Sponsor - One Available \$1,500

- “Capture the Memories Presented By” in all materials.
- Photographer, Videographer, Photobooth.
- Listing and logo placement in digital event program.

Digital Ad Book Rates and Sizes

Full Page	Half Page	Quarter Page Vertical	Quarter Page Horizontal (Text only, up to 3 lines)
5.5 x 8.5"	5.5 x 4.25"	2.75 x 4.25"	5.5 x 1.75"
\$500	\$300	\$250	\$150

**Centennial Celebration
October 21, 2023
Cafe Madison • 1100 Madison Ave
Albany NY 12208**

Respond by July 31, 2023 to be included in the invitation.
Respond by August 31, 2023 to be included in the **digital** event program

Organization Name: _____
Address: _____
Mailing Address (if different): _____
Authorized Contact Person: _____
Email: _____ **Phone:** _____

Yes, we will be a corporate sponsor at the following level:

- \$10,000 Title Sponsor**
- \$5,000 Publisher**
- \$2,500 Author**
- \$1,500 Library Patron Sponsor** **\$1,500 Reading Zone Sponsor**
- \$1,500 Scavenger Hunt Sponsor** **\$1,500 Capture the Memories Sponsor**

Instead of becoming a sponsor, we would like to place an ad in the **digital** event program

Ad Rates and Sizes: Please indicate in last column which ad you would like.

Size	Image Dimension	Amount	Ad Choice
Full Page	5.5 x 8.5"	\$500	
Half Page	5.5 x 4.25"	\$300	
Quarter Page Vertical	2.75 x 4.25"	\$250	
Quarter Page Horizontal (Text only, up to 3 lines)	5.5 x 1.75"	\$150	

Return completed form to hello@ffapl.org or mail to FFAPL, 161 Washington Ave., 3rd Fl, Albany, NY 12210

Art deadline: September 1, 2023