

Dear Community Supporter:

The Friends & Foundation of the Albany Public Library (FFAPL) is proud to announce the return of Literary Legends on Saturday, October 19, 2024, at Café Madison in Albany, NY. We are excited to honor Karin Lin-Greenberg as this year's Literary Legend and The RED Bookshelf as our Literary Legend Community Organization.

Literary Legends is FFAPL's premiere fundraising event. Last year, proceeds from our special Centennial event funded programming such as Art at APL and Early Literacy Initiatives. We also provided 12 internal grants to librarians for special exhibits, activities, and programs that would not exist without funding from FFAPL.

Each of the Albany Public Library's seven branches serve as a vital resource for our neighborhoods. In 2023 alone, we welcomed 495,393 patrons through our doors. Your support ensures that APL can provide the physical/digital materials and programming that our patrons have come to rely on.

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

Literary Legends Fundraiser Corporate Sponsorship Form October 19, 2024

Title Sponsor - One Available

\$10,000

- “Literary Legends Presented by” on all marketing materials
- Headline placement on event website
- Company representative invited to speak at Literary Legends event
- Company name & logo on event invitation. *(must pledge by July 31, 2024)*
- Company name and logo prominently displayed at the Literary Legends event
- Full page color ad (5.25” x 7.75”) in digital event program
- Social Media Posts -Six (total) posts across our social media channels – Instagram, Facebook, & LinkedIn
- 10 tickets to October 19 event, or 2 tickets to event, and remaining money is directed to Library programs
- Tabling Opportunities* as follows:
 - Exclusive tabling for two months at FFAPL’s weekly Tuesday Book Talks at the Washington Ave Branch
(months will be assigned on a first-come, first-served basis)
 - Tabling at Restoration Faire and Repair Café at Delaware Ave branch on June 2nd *(if pledged by May 20)*
 - Tabling at APL’s Summer Reading Celebration on Saturday, June 29 at the Pine Hills branch
(if pledged by June 24)
 - Tabling at Weekly Book Sales at Delaware Ave Branch during the Farmer’s Market for three weeks

Publisher

\$5,000

- Company name & logo on event invitation *(must pledge by July 31, 2024)*
- Company name & logo and on event website
- Company name & logo prominently displayed at Literary Legends event
- 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 October 19 event, or 2 tickets to event, and remaining money is directed to Library programs
- Tabling Opportunities* as follows:
 - Exclusive tabling for one month at FFAPL’s weekly Tuesday Book Talks at the Washington Ave Branch
(months will be assigned on a first-come, first-served basis)
 - Tabling at Restoration Faire and Repair Café at Delaware Ave branch on June 2nd *(if pledged by May 20)*
 - Tabling at APL’s Summer Reading Celebration on Saturday, June 29 at the Pine Hills branch
(if pledged by June 24)
 - Tabling at Weekly Book Sales at Delaware Ave Branch during the Farmer’s Market for two weeks

Author

\$2,500

- Company name & logo on event invitation *(must pledge by July 31, 2024)*
- Company name & logo and on event website
- Company name & logo prominently displayed at Literary Legends event
- Half-page color ad (5.25" x 4") in digital event program
- Social Media Posts – Three (total) posts across our social media channels – Instagram, Facebook, & LinkedIn
- 6 tickets to October 19 event, or 2 tickets to event, and remaining money is directed to Library programs
- Tabling Opportunities* as follows:
 - Exclusive tabling for one month at FFAPL's weekly Tuesday Book Talks at the Washington Ave Branch *(months will be assigned on a first-come, first-served basis)*
 - Tabling at Restoration Faire and Repair Café at Delaware Ave branch on June 2nd *(if pledged by May 20)*
 - Tabling at APL's Summer Reading Celebration on Saturday, June 29 at the Pine Hills branch *(if pledged by June 24)*
 - Tabling at Weekly Book Sales at Delaware Ave Branch during the Farmer's Market for one week

Library Patron Sponsor

\$1,500

- Company name & logo in digital event program
- Company name & logo displayed at the event
- 10 tickets to October 19 event, or 2 tickets to event, and remaining money is directed to Library programs

Reading Zone Sponsor - One Available

\$1,500

- "Reading Zone Presented By..." in materials
- Highlight the 2024 Literary Legend, Karin Lin-Greenberg and Community Partner, The RED Bookshelf
- Company name & logo prominently displayed at Literary Legends event, in Reading Zone
- Company name & logo in digital event program

Capture the Memories Sponsor - One Available

\$1,500

- "Capture the Memories Presented By..." in materials
- Company name & logo prominently displayed at Literary Legends event, near photo booth and DJ stand
- Company name & logo 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

***Note about tabling opportunities:** 1) Nothing can be sold or solicited; 2) Tabling at Book talks IS exclusive and months are first-come, first-served, and subject to availability; 3) Tabling at Restoration Faire and Repair Café, APL Summer Reading Kick Off and Weekly Book Sales is NOT exclusive. There may be other sponsored tables on site.

**Literary Legends Fundraiser
October 19, 2024
Cafe Madison • 1100 Madison Ave
Albany NY 12208**

Respond by July 31, 2024 to be included in the invitation.
Respond by August 31, 2024 to be included in the **digital** event program

Art deadline: September 1, 2024

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 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