

# SUPPORT

CARMEL PUBLIC LIBRARY



## The PRESIDENTIAL EDITION

A Conversation with American Historian and Best-Selling Author

**DOUGLAS BRINKLEY**

JOIN US APRIL 7, 2020  
SUNSET CENTER, CARMEL

PRESENTED BY THE CARMEL PUBLIC LIBRARY FOUNDATION

### The Program

**It's election year!** Join us Tuesday, April 7, 2020 for a fascinating conversation with acclaimed author, CNN Presidential Historian, and New York's Historical Society's Official Presidential Historian, **Douglas Brinkley** for a look at the highs and lows of the American Presidency; Past, Present and Future — with **Professor John Arquilla**, Distinguished Professor of Defense Analysis at the Naval Postgraduate School.

**Douglas Brinkley** is the Katherine Tsanoff Brown Chair in Humanities and Professor of History at Rice University, the CNN Presidential Historian, and a contributing editor at *Vanity Fair*. He works in many capacities in the world of public history, including on boards, museums, colleges and historical societies. *The Chicago Tribune* dubbed him "America's New Past Master." The New-York Historical Society has chosen Brinkley their official U.S. Presidential Historian. His recent book *Cronkite* won the Sperber Prize while *The Great Deluge: Hurricane Katrina, New Orleans and the Mississippi Gulf Coast* received the Robert F. Kennedy Book Award. He has received a Grammy Award for *Presidential Suite* and seven honorary doctorates in American Studies. His two-volume annotated *The Nixon Tapes* recently won the Arthur S. Link – Warren F. Kuehl Prize. His latest book is *American Moonshot: John F. Kennedy and the Great Space Race*. He is a member of the Century Association, Council of Foreign Relations and the James Madison Council of the Library of Congress. He lives in Austin, Texas with his wife and three children.

Proceeds from the evening benefit the Carmel Public Library Foundation whose mission is to keep the library open, relevant and thriving and to ensure free library service in perpetuity by providing funding for 100% of the books, materials, programs, equipment and services.

### Tickets:

**\$175 – VIP Admission** with Reception, Advanced Book Sale & Signing – Author Meet & Greet, Delicious Hors d'oeuvres & Fine Wines at 6:30pm & Program with premium reserved seating at 8:00pm

**\$65 – Standard Admission** with Wine Tasting at 7:00pm and Program with reserved seating at 8:00pm. Book signing to follow afterwards.

**Our Sponsors & Benefactors** receive VIP Admission to the reception, wine tasting, advanced book sale & signing, delicious hors d'oeuvres, and premium seating.

### Contact Information

Alexandra Fallon, Executive Director, Carmel Public Library Foundation  
afallon@carmelpubliclibraryfoundation.org

6th & Mission Streets, Carmel CA 93923 | 831.624.2811 | [www.carmelpubliclibraryfoundation.org](http://www.carmelpubliclibraryfoundation.org)

### Presidential

Sponsor or Benefactor:  
\$20,000+ (1 available)

### Oval Office

Sponsor or Benefactor:  
\$10,000+ (1 available)

### Executive Branch

Sponsor or Benefactor:  
\$7,500 (2 available)

### Air Force One

Sponsor or Benefactor:  
\$5,000 (3 available)

### Camp David

Sponsor or Benefactor:  
\$2,500

### Inaugural Ball

Sponsor or Benefactor:  
\$1,000

Wine Sponsors

Hospitality Sponsors

Media Partners



# The PRESIDENTIAL EDITION

A Conversation with American  
Historian and Best-Selling Author

## DOUGLAS BRINKLEY

## SPONSORSHIP BENEFITS

### Benefits

	Presidential \$20,000+	Oval Office \$10,000+	Executive Branch \$7,500	Air Force One \$5,000	Camp David \$2,500	Inaugural Ball \$1,000
Mention during opening of Annual Event	X	X				
Passes to Annual Event Pre-Event VIP Party	10	10	8	6	4	2
Prominent Recognition in Annual Campaign Brochure	X	X				
Recognition in Annual Campaign Brochure	X	X	X	X	X	
Prominent Recognition on CPLF Website Home Page	X	X	X	X		
Logo Placement on CPLF Website Sponsor Page	X	X	X	X	X	X
Logo Placement in 3 newsletters	X	X	X	X	X	X
Logo Placement on Sunset Center Ticket Page	X	X	X	X	X	X
Prominent Recognition in Annual Event Program	X	X	X			
Name Recognition in Annual Event Program	X	X	X	X	X	X
Logo Placement on Annual Event Posters	X	X	X	X	X	X
Prominent Recognition on Annual Event Banners (high visibility at Alvarado Street and Carmel Library)	X	X	X	X		
Logo Placement on Annual Event Banner	X	X	X	X	X	
Prominent Recognition on Annual Event Flyers	X	X	X			
Logo Placement on Annual Event Flyers	X	X	X	X	X	X
Prominent Recognition on Community Night Program Sponsor	X	X				
Community Night Program Sponsor Recognition	X	X	X	X		
Name/Logo on digital display at Harrison Memorial Library	X	X	X	X	X	X
Name/Logo on digital display at Park Branch Library	X	X	X	X	X	X
Mention on KAZU/NPR for Annual Event Marketing	X	X	X	X		
Logo Placement on CPLF Email Blasts	X	X	X	X	X	X
Logo Placement in print media, such as Pine Cone, Herald	X	X	X	X		
Logo Placement on Poster at Donor Salute	X	X	X	X	X	X
Invitation to Donor Salute	X	X	X	X	X	X
Mention in CPLF Social Media	X	X	X	X		



# SPONSORSHIP BENEFITS at a glance

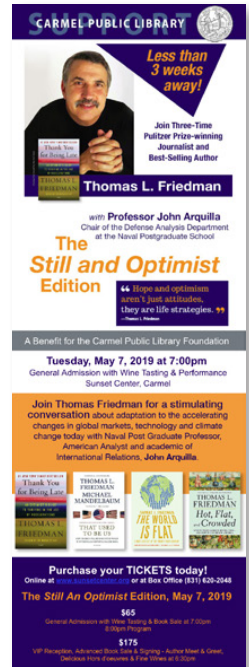
## Carmel Public Library Foundation Website



## Newsletters



## Email Blasts



## Sunset Center Website



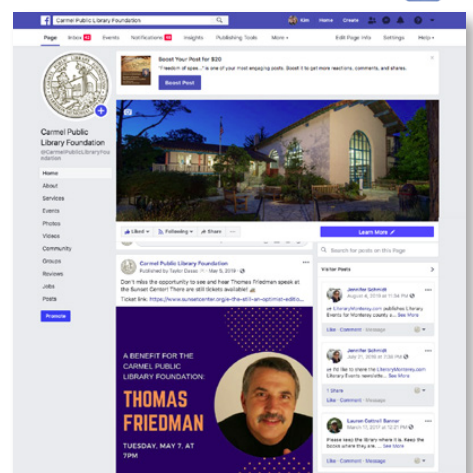
## Event Flyers, Posters



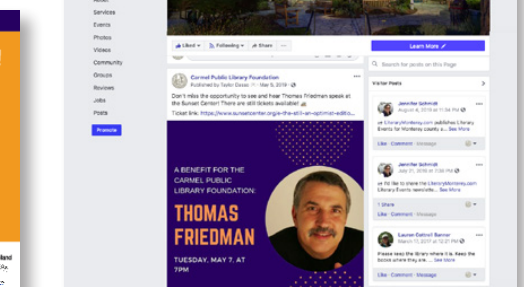
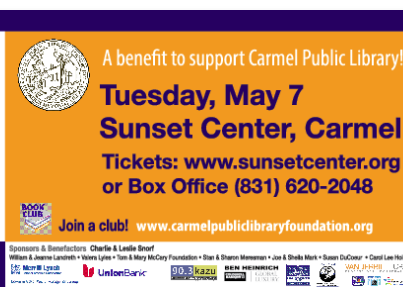
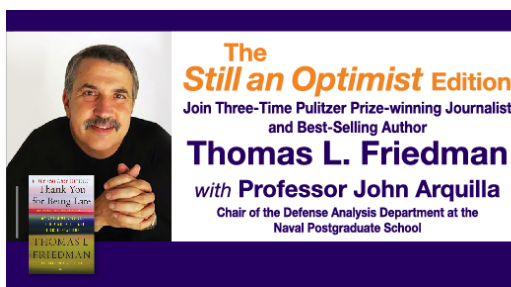
## Annual Campaign Brochure



## Social Media



## Banners and Advertisements





# SUPPORT CARMEL PUBLIC LIBRARY



## CARMEL PUBLIC LIBRARY FOUNDATION

### About Carmel Public Library Foundation

The Carmel Public Library has been a treasured resource on the Central Coast for more than 109 years, serving some 112,000 Library cardholders and visitors annually. It's a source of local pride and a hub of knowledge, culture and communication.

The Carmel Public Library Foundation plays the crucial role of raising revenue for **100% of the collections, materials, services and programs**. While historically the City of Carmel funds Library staff and building maintenance, private contributions to the Library Foundation fund everything else. That includes every book, every CD and DVD... reference collections... every computer terminal... internet access and free wireless service... as well as every program and service for children, teens, adults and seniors.

With your sponsorship support, this free and accessible public service will continue to thrive and be a resource for generations to come.

### Demographics & Your Marketing Message

Join us as a Carmel Public Library Foundation Sponsor and you will reach your constituents with a powerful value-based message rooted in your community. What better way to further your business and personal goals and serve your community at the same time!

- Carmel serves some 112,000 Library patrons each year.
- 85% of all Carmel residents have Library cards.
- The average gross household income for Carmel residents exceeds \$150,000 annually. Your sponsorship will increase your visibility among people who live and shop in our community.
- Carmel Library serves some 18,000 card holders overall, 60% of whom reside outside the City of Carmel & Pebble Beach in Monterey, Pacific Grove, Seaside, Salinas and beyond. With your sponsorship, you will reach the entire Central Coast and greater Salinas Valley.
- On average, another 84,000 non-cardholding patrons visit the Library each year and receive our collateral information. Being a Business Sponsor is a great way to target a broad tourist market.
- Some of the most influential and active business leaders and philanthropists in our community serve as Library Trustees and on the Board of Directors. All are excellent prospects for your goods or services.
- At Board Director meetings held each month, Directors are encouraged to spread the word and patronize our generous sponsors.
- The goodwill that comes with associating your business with Carmel's cherished community library is immeasurable. Carmel Library is a local treasure with 107 years of active community stewardship behind it!
- The marketing for your business will be enhanced with a community value-based message!



# CARMEL PUBLIC LIBRARY FOUNDATION

## Sponsors & Benefactors

- ☐ **Yes, I would like to become a Sponsor for *The Presidential Edition!***  
(select category)

___ <b>Presidential Sponsor or Benefactor</b>	\$20,000+	___ Wine Sponsor
___ <b>Oval Office Sponsor or Benefactor</b>	\$10,000+	___ Hospitality Sponsor
___ <b>Executive Branch Sponsor or Benefactor</b>	\$7,500	___ Media Partner
___ <b>Air Force One Sponsor or Benefactor</b>	\$5,000	
___ <b>Camp David Sponsor or Benefactor</b>	\$2,500	
___ <b>Inaugural Ball Sponsor or Benefactor</b>	\$1,000	

Sponsorship level \$ \_\_\_\_\_

Name of sponsor/benefactor(s) \_\_\_\_\_  
(as you would like it to appear on acknowledgment lists)

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_  
Street address City State Zip

Daytime phone: \_\_\_\_\_

Evening phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

My company/personal check is enclosed in the amount of \$ \_\_\_\_\_

Please charge my credit card: \_\_\_ VISA \_\_\_ MasterCard

Card number: \_\_\_\_\_ Expiration Date \_\_\_/\_\_\_

Signature: \_\_\_\_\_ 3-Digit Code \_\_\_

**Mail, scan or fax form (include scan) to us at (831) 626-1788.**

Thank you for supporting the Carmel Public Library Foundation. For more information, please contact Alexandra Fallon, Executive Director, at (831) 624-2811 or [afallon@carmelpubliclibraryfoundation.org](mailto:afallon@carmelpubliclibraryfoundation.org).