

# SUPPORT

CARMEL PUBLIC LIBRARY

PRESENTED BY THE CARMEL PUBLIC LIBRARY FOUNDATION



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## The **EDUCATED** Edition

with Tara Westover

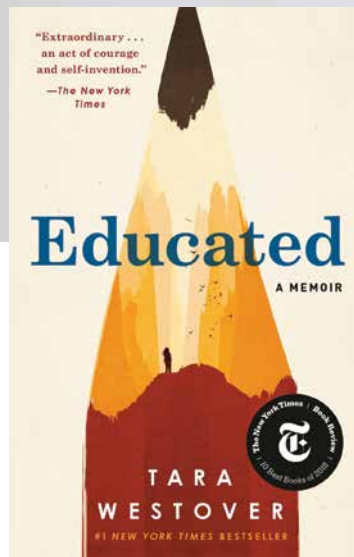
#1 *NY Times* Bestselling Author of *Educated*

**JOIN US TUESDAY, APRIL 18, 2023**

**Sunset Center Theater and Online**

A “one-of-a-kind  
memoir about the  
shaping of a mind”

— *The Atlantic*



### THE PROGRAM

## The **EDUCATED** Edition with Tara Westover

Join us for a captivating conversation with Tara Westover, #1 *NY Times* bestselling author of *Educated*, and Alexis Madrigal, co-host of KQED's "Forum," and contributing writer at *The Atlantic*.

**TARA WESTOVER** is an American memoirist, essayist and historian.

- Her memoir *Educated* published in 2018 debuted at No.1 on *The New York Times* bestseller list, stayed on the bestselling list in hardcover for over 2 years and was translated into 45 languages.
- The book was voted the No. 1 Library Reads pick by American librarians.
- *Educated* has sold more than 8 million copies.

Born in Idaho to a father opposed to public education, she never attended school. An older brother taught her to read, and most of her days were spent working in her father's junkyard or stewing herbs for her mother. She was seventeen the first time she set foot in a classroom. After that her first encounter with education she pursued learning for a decade, graduating magna cum laude from Brigham Young University in 2008 and subsequently winning a Gates Cambridge Scholarship. She received an MPhil from Trinity College, Cambridge in 2009 and in 2014 was awarded a PhD in history. In 2018, she published her memoir, *Educated*, which explores her struggle to reconcile her desire for education and autonomy with her desire to be loyal to her family.

### SPONSOR LEVELS

#### THE SCHOLAR

Sponsor or Benefactor:  
\$25,000+

#### THE DOCTORATE

Corporate Presenting  
Sponsor or Benefactor:  
\$10,000-\$20,000

#### THE MASTERS

Sponsor or Benefactor:  
\$5,000

#### THE BACHELORS

Sponsor or Benefactor:  
\$2,500

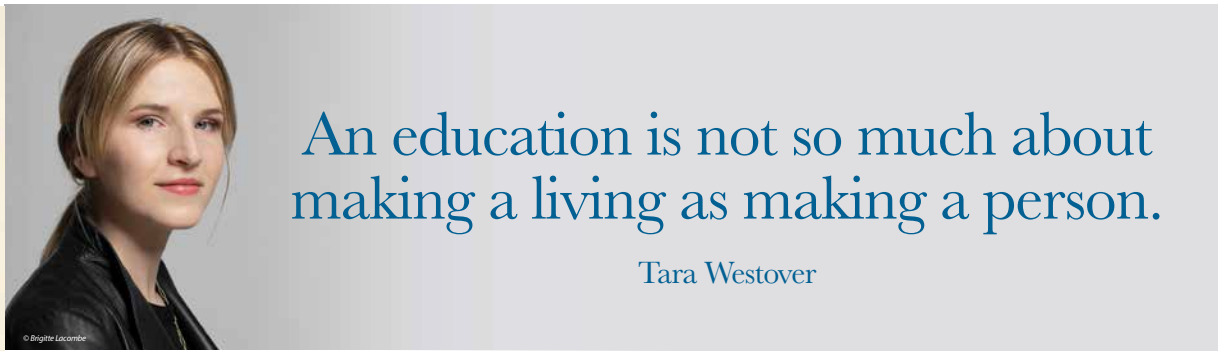
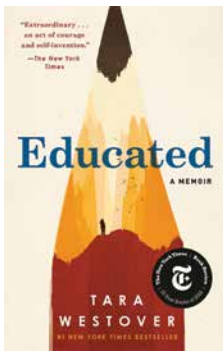
#### THE ASSOCIATE

Sponsor or Benefactor:  
\$1,000

#### WINE SPONSORS

#### HOSPITALITY SPONSORS

#### MEDIA PARTNERS



An education is not so much about making a living as making a person.

Tara Westover

## DEGREES OF SPONSORSHIP

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### **\$25,000+ – THE SCHOLAR** Sponsor or Benefactor

10 VIP Reception & Program Tickets

Recognition during opening at annual event

Prominent recognition on CPLF homepage, CPLF community programs, print advertising, in annual campaign brochure, website, (3) newsletters, event program, flyers, social media, email marketing

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### **\$10,000-\$20,000 – THE DOCTORATE** Corporate Presenting Sponsor or Benefactor

8 VIP Reception & Program Tickets

Prominent recognition on; CPLF community programs, CPLF homepage, print advertising, in annual campaign brochure, website, (3) newsletters, event program, flyers, social media, email marketing

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### **\$5,000 – THE MASTERS** Sponsor or Benefactor

6 VIP Reception & Program Tickets

Recognition in annual campaign brochure, CPLF website, (3) newsletters, event program, flyers, social media, email marketing

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### **\$2,500 – THE BACHELORS** Sponsor or Benefactor

4 VIP Reception & Program Tickets

Recognition on CPLF website, (3) newsletters, event program, flyers, social media, email marketing

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### **\$1,000 – THE ASSOCIATE** Sponsor or Benefactor

2 VIP Reception & Program Tickets

Recognition on CPLF website sponsor page, event program, CPLF community programs, email marketing

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**Wine Sponsors**

**Hospitality Sponsors**

**Media Partners**



# SPONSORSHIP BENEFITS at a glance

## Carmel Public Library Foundation Website



## Newsletters



## Email Blasts



## Advertisements



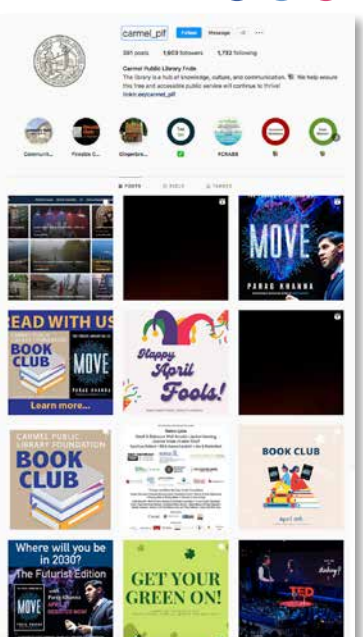
## Annual Campaign Brochure



## Event Flyers, Posters



## Social Media



# 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 or Benefactor for *The EDUCATED Edition!***

(select category)

- THE SCHOLAR** Sponsor or Benefactor. . . . . \$25,000+
- THE DOCTORATE** Corporate Presenting Sponsor or Benefactor . . . . \$10,000-\$20,000
- THE MASTERS** Sponsor or Benefactor. . . . . \$5,000
- THE BACHELORS** Sponsor or Benefactor . . . . . \$2,500
- THE ASSOCIATE** Sponsor or Benefactor . . . . . \$1,000
- Wine Sponsor
- Hospitality Sponsor
- Media Sponsor

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).