

SUPPORT

CARMEL PUBLIC LIBRARY

2024/2025 SPONSORSHIPS



INSPIRING GENERATIONS

ABOUT THE CARMEL PUBLIC LIBRARY FOUNDATION

The mission of the Carmel Public Library Foundation is to keep the library open, relevant and thriving, and to ensure free library service in perpetuity by providing funding for 100% of the collections, books, materials, programs, technology and services.

The Carmel Public Library is a nationally recognized award-winning library and has been a treasured resource on the Central Coast for more than a century, serving 120,000 library cardholders and visitors annually. With over 18,000 card holders and over 60% of whom reside outside the City of Carmel, the Carmel Public Library is a source of local pride and enrichment, and a hub of knowledge, culture and community.

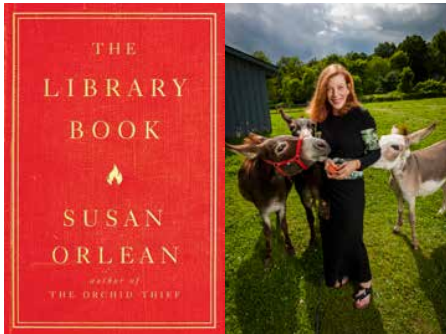


PROGRAMS AND EVENTS

Come Participate as a Sponsor with Us!

Carmel Public Library Foundation offers unique programs with distinguished speakers in the cultural and literary arts. Each year we feature lectures, local history, and civic discourse to uplift and enrich our community.

THE ANNUAL FUNDRAISING EVENT



The AMERICAN STORYTELLER Edition *a life in words*

with **Susan Orlean**

Bestselling Author • Journalist • Essayist

April 22, 2025 • Sunset Center Theater

“There appears to be nothing in the world that doesn't interest Orlean, and she has such a companionable way of conveying her fascinations that readers can't help being fascinated too.”

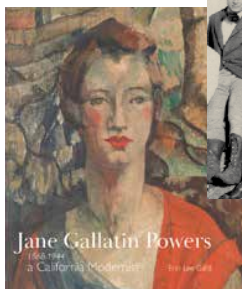
—*The New York Times*

New York Times bestselling author Susan Orlean has been called “a national treasure” by the *Washington Post* and “a latter-day Tocqueville” by the *New York Times*. Her deeply moving explorations of American stories both familiar and obscure have earned her a reputation as one of America's most distinctive journalistic voices. A staff writer for *The New Yorker* for over thirty years and a former contributing editor at *Rolling Stone* and *Vogue*, she has been praised as “an exceptional essayist” (*Publishers Weekly*) and a writer who “approaches her subjects with intense curiosity and fairness” (*Bookmarks*).

CPLF COMMUNITY PROGRAMS

**Henry Meade Williams
Local History Lecture Series**

**Community Night
with the Library**



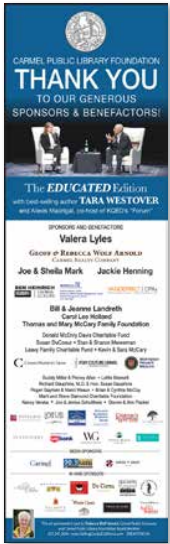


YOUR SPONSORSHIP BENEFITS

Year-Round Recognition and Visibility — January through December 2025

Your sponsorship for the CPLF 2024/2025 program series provides your business with extensive outreach locally, throughout the entire Monterey Peninsula, and beyond. It includes visibility in our various marketing materials and communication channels including:

ADVERTISEMENTS



NEWSLETTERS



SOCIAL MEDIA



Carmel Public Library Foundation WEBSITE



EMAIL BLASTS



ANNUAL CAMPAIGN BROCHURE



FLYERS & POSTERS



DEMOGRAPHICS

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 120,000 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 Public 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. The Carmel Public Library is a local treasure, with more than 100 years of active community stewardship behind it!
- The marketing for your business will be enhanced with a community value-based message!



SPONSORSHIP LEVELS



\$25,000+ DIAMOND CORPORATE Sponsor *(Business)*



\$25,000+ DIAMOND PRESENTING Sponsor *(Individual)*

10 VIP Reception & Program Tickets

Recognition on CPLF website, annual event program, email marketing, (3) newsletters, CPLF community program flyers, recognition in 2025 annual campaign brochure (26,000+ mailing), print advertising, featured social media recognition, AND verbal recognition during opening at annual event and VIP reception

\$10,000 - PLATINUM Sponsor

8 VIP Reception & Program Tickets

Recognition on CPLF website, annual event program, email marketing, (3) newsletters, CPLF community program flyers, recognition in 2025 annual campaign brochure (26,000+ mailing) AND social media recognition and print advertising

\$5,000 - GOLD Sponsor

6 VIP Reception & Program Tickets

Recognition on CPLF website, annual event program, email marketing, (3) newsletters, CPLF community program flyers AND recognition in 2025 annual campaign brochure (26,000+ mailing)

\$2,500 - SILVER Sponsor

4 VIP Reception & Program Tickets

Recognition on CPLF website, annual event program, email marketing, (3) newsletters AND CPLF community program flyers

\$1,000 - BRONZE Sponsor

2 VIP Reception & Program Tickets

Recognition on CPLF website, annual event program, email marketing, (3) newsletters

Wine Sponsors

Hospitality Sponsors

Media Partners



SPONSORSHIP FORM

Yes, I would like to become a Sponsor for *The 2025 Edition!*
(select category)

- ___ **DIAMOND CORPORATE** Sponsor (Business). \$25,000+
- ___ **DIAMOND PRESENTING** Sponsor (Individual). \$25,000+
- ___ **PLATINUM** Sponsor \$10,000
- ___ **GOLD** Sponsor \$5,000
- ___ **SILVER** Sponsor. \$2,500
- ___ **BRONZE** Sponsor. \$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: _____ Please add me to your email list

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. Libraries play a critical role in pursuing cultural and historical heritage. Your support recognizes the Carmel Public Library as a free and accessible public service that supports early literacy, engaging programs, and essential resources for public discourse.

For more information, please contact Alexandra Fallon, Executive Director, at (831) 624-2811 or afallon@carmelpubliclibraryfoundation.org.