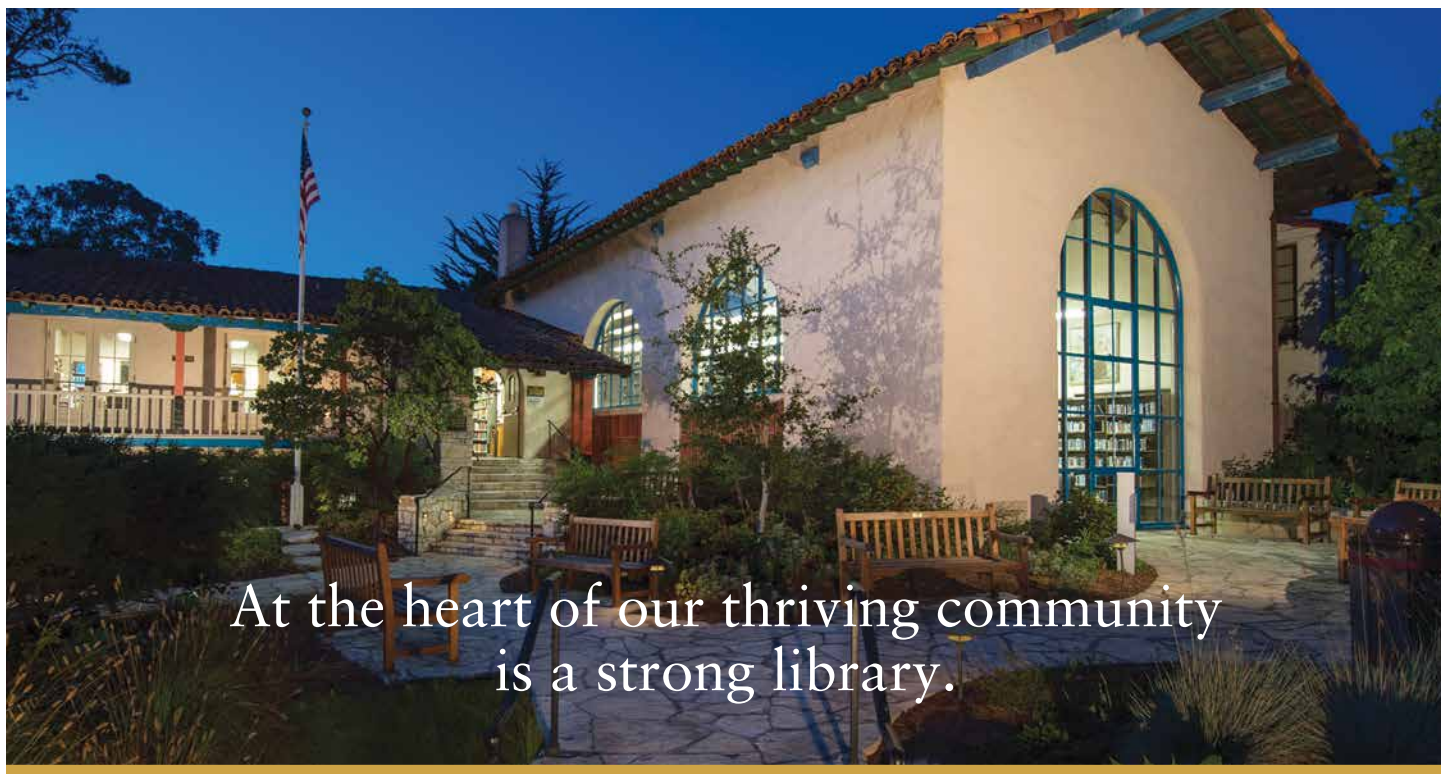




SUPPORT

CARMEL PUBLIC LIBRARY

ANNUAL SPONSORSHIPS



The Power of Libraries

Libraries provide inclusive access to critical, relevant, and reliable information. They spark discovery, empower lifelong learning, and foster connections across generations, strengthening our community for future 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.



YOUR SPONSORSHIP BENEFITS

Year-Round Recognition and Visibility

Your sponsorship for the annual CPLF 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



Social Media
3,124
Followers

NEWSLETTERS



Newsletters
12,300
Delivered

Carmel Public Library Foundation WEBSITE



Website
85,000
Visits

SOCIAL MEDIA



Eblasts
156,728
Emails Sent

EMAIL BLASTS



Annual Campaign Brochure
26,000
Homes and Businesses

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!

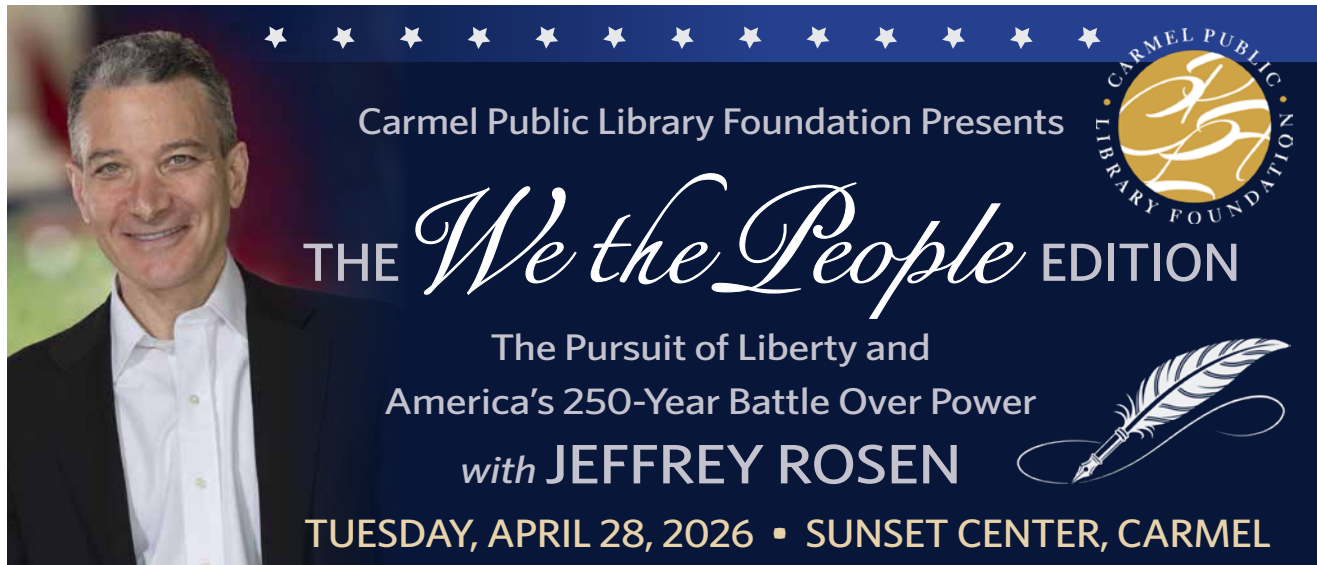
- Carmel serves some 120,000 library patrons each year.
- 85% of all Carmel residents have library cards.
- The average gross household income for Carmel residents exceeds \$150,000 annually. Your sponsorship will increase your visibility among people who live and shop in our community.
- Carmel Public 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!



ANNUAL FUNDRAISING EVENT

Come Participate as a Sponsor with Us!

Carmel Public Library Foundation presents an annual fundraising event each year featuring a distinguished speaker in a captivating program at the Sunset Center in Carmel. Don't miss the special VIP reception, and the wine tasting reception for all ticket holders!

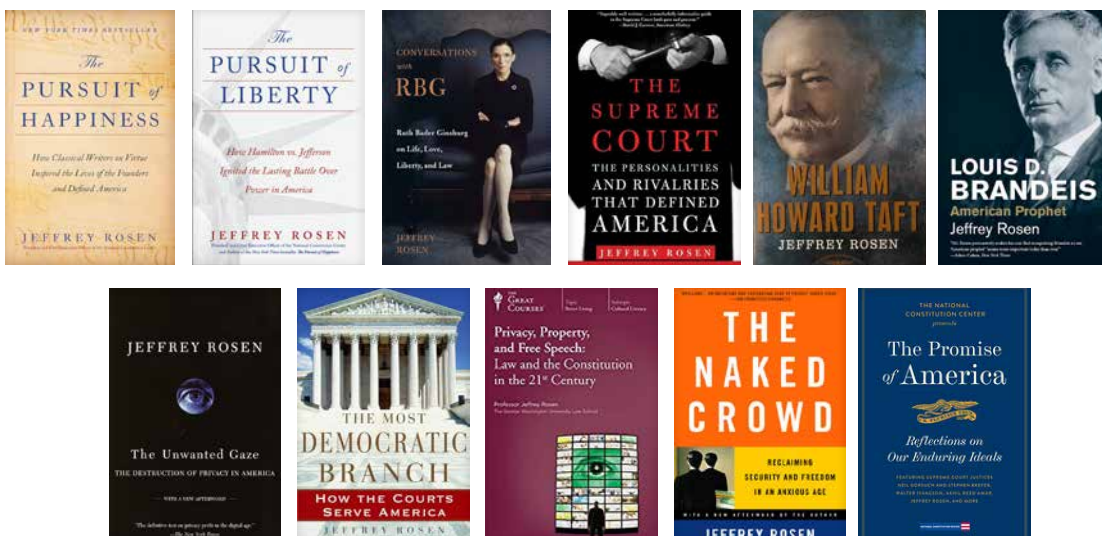


A powerful reflection on 250 years of liberty and governance, **The WE THE PEOPLE Edition** features esteemed constitutional scholar and best-selling author, Jeffrey Rosen. Join us Tuesday, April 28, 2026, as Rosen explores how the Constitution has guided our nation through its most turbulent periods, addressing challenges to civic dialogue, access to information, and freedoms that define our democratic society.

An expert at bringing constitutional debate across various media platforms, Rosen offers compelling and relevant perspectives on history, law, and politics, bridging historical context with contemporary civic and legal principles. He serves as CEO Emeritus of the National Constitution Center,

is a Law Professor at George Washington University, and hosts the weekly podcast *We The People*. Rosen authored numerous books including bestsellers *The Pursuit of Happiness; How Classical Writers on Virtue Inspired the Lives of the Founders and Defined America* and *The Pursuit of Liberty: How Hamilton vs Jefferson Ignited the Lasting Battle Over Power in America* and *Conversations with RBG: Ruth Bader Ginsburg on Life, Love, Liberty, and Law* as well as featured articles in *The Atlantic*, *The New York Times* and *The New Yorker*.

Rosen is a graduate of Harvard College, Oxford University, and Yale Law School.





CPLF COMMUNITY PROGRAMS

Year-Round Sponsor Recognition and Visibility

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

Carmel Public Library Foundation presents The Power of Language

Language shapes thoughts, connects communities, and inspires learning. The Carmel Public Library Foundation's 2025-2026 programs series, *The Power of Language*, explores how language shapes our perceptions and understanding of the world.

Visit www.CarmelPublicLibraryFoundation.org.



Henry Meade Williams Local History Lecture Series

Sponsored by the Frank & Eva Buck Foundation and Robert & Lacy Buck



September 17, 2025

In Their Own Words: The MacGowan Sisters' Literary Legacy in Carmel
with author and journalist Joy Lanzendorfer



October 8, 2025

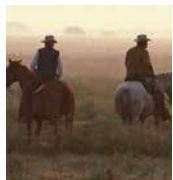
The Poet in a Democracy: Robinson Jeffers and His Relevance Today
with Elliot Ruchowitz-Roberts, president, Robinson Jeffers Tor House Foundation



October 22, 2025

The Muckraker: How the Radical Lincoln Steffens Won the Hearts (If Not the Minds) of Carmel
with journalist Joe Livernois

Community Nights with the Library



November 5, 2025

Cryin' for Daylight: Honoring Voices of the Land,
with photographer and historian Louise O'Connor



January 21, 2026

Journalism, Truth, and the Free Press with Professor Emeritus Samuel G. Freedman, Columbia University & former USA Today Correspondent Marco della Cava



February 4, 2026

The Language of Architecture: Decoding Built Messages
with architectural preservationist Elisabeth Cannell



March 11, 2026

How the Brain Speaks: Unlocking the Neuroscience of Language, with Dr. Bruce Miller, Distinguished Professor of Neurology, University of California, San Francisco (UCSF)



March 25, 2026

Artificial Intelligence: The New Language of Power and Possibility with Professor Emeritus Terry Winograd, Stanford University



April 8, 2026

Film Screening of "Universal Language" (2024), moderated by film critic Mashid Bozorgnia

Fireside Chats at the Library



February 25, 2026

The Future Tense: What's Left for Human Language Learners?
with Professor Gabriel Guillén, Middlebury Institute of International Studies





SPONSORSHIP LEVELS



\$25,000 +

PURSUIT OF LIBERTY DIAMOND SPONSOR

FUNDRAISING EDITION

- **10 tickets to VIP Reception and Program**
- Print media advertising
- Website recognition
- Listed in printed program
- Email (Eblast) marketing
- Verbal recognition during program opening remarks and VIP reception

THREE ANNUAL NEWSLETTERS

- Featured in Carmel Public Library Foundation newsletters

CARMEL PUBLIC LIBRARY FOUNDATION PROGRAM SERIES

(Community Nights at the Library, Local History Lectures, and Fireside Chats)

- Sponsorship listed on program flyers

ANNUAL CAMPAIGN BROCHURE

- Marketed mailing to 26,000+
-

\$10,000

PURSUIT OF HAPPINESS PLATINUM SPONSOR

FUNDRAISING EDITION

- **8 tickets to VIP Reception and Program**
- Print media advertising
- Website recognition
- Listed in printed program
- Email (Eblast) marketing

THREE ANNUAL NEWSLETTERS

- Featured in Carmel Public Library Foundation newsletters

CARMEL PUBLIC LIBRARY FOUNDATION PROGRAM SERIES

(Community Nights at the Library, Local History Lectures, and Fireside Chats)

- Sponsorship listed on program flyers

ANNUAL CAMPAIGN BROCHURE

- Marketed mailing to 26,000+

continued



SPONSORSHIP LEVELS

\$5,000

SEPARATION OF POWERS GOLD SPONSOR

FUNDRAISING EDITION

- **6 tickets to VIP Reception and Program**
- Website recognition
- Listed in printed program
- Email (Eblast) marketing

THREE ANNUAL NEWSLETTERS

- Featured in Carmel Public Library Foundation newsletters

CARMEL PUBLIC LIBRARY FOUNDATION PROGRAM SERIES

(Community Nights at the Library, Local History Lectures, and Fireside Chats)

- Sponsorship listed on program flyers

ANNUAL CAMPAIGN BROCHURE

- Marketed mailing to 26,000+
-

\$2,500

RULE OF LAW SILVER SPONSOR

FUNDRAISING EDITION

- **4 tickets to VIP Reception and Program**
- Website recognition
- Listed in printed program
- Email (Eblast) marketing

THREE ANNUAL NEWSLETTERS

- Featured in Carmel Public Library Foundation newsletters

CARMEL PUBLIC LIBRARY FOUNDATION PROGRAM SERIES

(Community Nights at the Library, Local History Lectures, and Fireside Chats)

- Sponsorship listed on program flyers
-

\$1,000

CHECKS AND BALANCES BRONZE SPONSOR

FUNDRAISING EDITION

- **2 tickets to VIP Reception and Program**
- Website recognition
- Listed in printed program
- Email (Eblast) marketing

THREE ANNUAL NEWSLETTERS

- Featured in Carmel Public Library Foundation newsletters



SPONSORSHIP FORM

- ☐ Yes, I would like to become an annual Carmel Public Library Foundation Sponsor!
(select category)

___ **PURSUIT OF LIBERTY** DIAMOND SPONSOR \$25,000+

___ **PURSUIT OF HAPPINESS** PLATINUM SPONSOR \$10,000+

___ **SEPARATION OF POWERS** GOLD SPONSOR \$5,000

___ **RULE OF LAW** SILVER SPONSOR \$2,500

___ **CHECKS AND BALANCES** BRONZE SPONSOR \$1,000

___ **WINE** Sponsor

___ **HOSPITALITY** Sponsor

___ **MEDIA** Sponsor

SPONSORSHIP LEVEL \$ _____

Name of sponsor _____

(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 _____

Complete this form and email, mail or fax to us.

Email to: info@carmelpubliclibraryfoundation.org

Mail to: PO Box 2042, Carmel, CA 93921

Fax to: (831) 626-1788

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

Thank you for supporting the Carmel Public Library Foundation.

Carmel Public Library Foundation (CPLF) is a 501(C)(3) nonprofit organization. All contributions are tax deductible to the fullest extent allowed by law. Tax ID# 77-0257681