



# Sponsor the Northland Public Library's Book Sales!

May 4th, 5th & 6th AND  
October 5th, 6th & 7th  
2012

## Your sponsorship will include exposure to...

- ....3,000+ Book Sale Patrons
- ....38,000+ Active Library Card Users
- ....14,000+ Email Recipients
- ....80,000+ Residents of the Library's five municipalities

## Available Sponsorships—Includes BOTH Book Sales!

### **Presenting Sponsor—\$2,000**

- \*Top placement on Bag-Day canvas totes for your company's logo
- \*One "Category" Sponsorship Sign inside the Book Sale; Library will print
- \*Logo placement on Book Sale Banner in Spring & Fall; banner placed on Cumberland Road
- \*Logo placement on minimum of one "Reminder Postcard" mailing per sale
- \*Logo placement on Book Sale Posters; between 20-30 printed for Library use
- \*Logo placement on minimum of one Book Sale-Specific Email Blast per sale (mailing list of 14,000)

### **"Bag Day" Sponsor—\$250 (up to six available)**

- \*Logo placement on reusable canvas totes printed specifically for Book Sale
  - \*Canvas totes will be exclusive bag available to Book Sale attendees for 2012 Sales
- \*Company Name Recognition in minimum of one Email Blast per sale (mailing list of 14,000)

### **Sign Sponsor—\$125 (up to twelve available)**

- \*Prominent logo placement on 18"x 24" sign displayed inside Book Sale indicating categories
  - \*Signs will be used for both 2012 Sales
- \*Past categories have included: Children's, Adult Fiction, Audio/Video, Paperbacks...and more!
- \*Specific category requests will be taken on a first-come, first-served basis

## **Deadline to reserve your sponsorship is Wednesday, February 29th!**

All proceeds from these sponsorships will support the Northland Public Library Foundation, whose mission is to build financial support through community fundraising to enhance the programs and growth of Northland Public Library.

*The Northland Public Library Foundation wants you to be confident in your giving. All contributions are tax-deductible, as allowed by law. The official registration and financial information of the NPLF may be obtained from the Pennsylvania Department of State by calling 800.732.0999.*

## Reserve your Book Sale Sponsorship Today!

**In order to receive full sponsorship benefits, payment and Sponsor Form must be received by February 29, 2012.**

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### Sponsor Information Form

**Yes, we would like to support the 2012 Northland Library Book Sales at the following level:**

\_\_\_\_\_ Presenting Sponsor (\$2,000)    \_\_\_\_\_ Bag Day Sponsor (\$250)    \_\_\_\_\_ Sign Sponsor (\$125)

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

\_\_\_\_\_ My check is enclosed (*Make payable to Northland Public Library Foundation*)

\_\_\_\_\_ Please invoice me.

By signing below, I indicate that I am an authorized representative of the above company. I hereby authorize Northland Public Library and the Northland Public Library Foundation to use my company's name and logo for the indicated sponsorship recognition. I understand that I will be responsible for providing my company's name and logo in electronic format (JPEG or PDF, please) by February 29, 2012 in order to take full advantage of sponsorship benefits. Northland has permission to use my company name exactly as indicated above for the purposes of the 2012 Book Sale.

\_\_\_\_\_  
**Authorized Signature**

\_\_\_\_\_  
**Date**

**Please return form to Northland Public Library Foundation, 300 Cumberland Road, Pittsburgh, PA 15237 or Fax to 412.366.2064, ATTN: Foundation**