

COMMUNITY PARTNER FORM



MULTNOMAH COUNTY LIBRARY SUMMER READING

Celebrating 100 years in 2012

Summer Reading at Multnomah County Library is one of the largest in the country, second only to New York Public Library. In 2011, 98,000 babies, children and teens participated (62% of all youth in the county). The program reaches a major milestone in 2012 – its 100th anniversary. In this special year, we have set an exciting goal to sign up 100,000 kids!

Every year, The Library Foundation works with many local businesses who donate thousands of prizes as incentives to keep kids reading and visiting their library all summer long. Summer Reading would not be possible without the generous support of our community partners.

PLEASE INDICATE PARTNERSHIP LEVEL
See Promotion, Benefits and Guidelines page for a complete description

LEVEL A

- \$12,500+ value OR 2,000 – 5,000 items
- ▶ Logo on Summer Reading gameboards
- ▶ Logo on Summer Reading posters
- ▶ Logo on Summer Reading website with link to your business
- ▶ Logo on The Library Foundation website with link to your business
- ▶ Recognition in The Library Foundation Annual Report

LEVEL B

- \$6,000 – \$12,499 value OR 1,500 – 1,999 items
- ▶ Text recognition on Summer Reading gameboards
- ▶ Text recognition on Summer Reading website with link to your business
- ▶ Text recognition on The Library Foundation website with link to your business
- ▶ Recognition in The Library Foundation Annual Report

LEVEL C

- \$1,250 – \$5,999 value OR 1,250 – 1,499 items
- ▶ Text recognition on Summer Reading website with link to your business
- ▶ Text recognition on The Library Foundation website with link to your business
- ▶ Recognition in The Library Foundation Annual Report

LEVEL D

- \$300 – \$1,249 value OR 300 – 1,249 items
- ▶ Text recognition on Summer Reading website
- ▶ Text recognition on The Library Foundation website
- ▶ Recognition in The Library Foundation Annual Report

COMPANY /ORGANIZATION NAME (for recognition purposes)

WEB ADDRESS

STREET ADDRESS

CITY

STATE

ZIP CODE

PHONE

CONTACT NAME

EMAIL

OF ITEMS TO BE DONATED

ITEM DESCRIPTION

VALUE

DEADLINE To receive recognition, the deadline for Levels A & B is February 17. The deadline for Levels C & D is March 23.

SUBMIT You can either **MAIL** the completed form to The Library Foundation, 620 SW 5th Avenue, Suite 1025, Portland, OR 97204, **FAX** to 503-223-4386, or **COMPLETE THE ONLINE** form at www.libraryfoundation.org/content.cfm/MAKE-A-GIFT/Make-A-Difference. You will receive a participation confirmation and details for submitting your donation.

CONTACT Kristin Wallace at 503-223-4009 or kristinw@libraryfoundation.org.



SUMMER READING

Promotion, Benefits and Guidelines

"The Summer Reading program has transformed my seven-year-old son. He started the summer as a capable but reluctant reader, but working toward small prizes has motivated him so much that he has immersed himself in books. He is truly a voracious reader now and will begin school in the fall with improved skills and confidence." — Allison

PROGRAM PROMOTION AND OUTREACH

Summer Reading is the library's most visible program. Promotion includes transit ads, newspaper ads, mass mailings to child-friendly businesses and community organizations, and promotional mailings to every public and private elementary and middle school in Multnomah County.

- ▶ Librarians partner with the county's six major school districts to sign up all students before the end of school.
- ▶ 19,000 visitors to the library's homepage every day will see news of Summer Reading and link to the special Summer Reading webpage.
- ▶ 25,000 library fans receive the library's popular monthly e-newsletter, where Summer Reading will be featured in 4 – 5 issues.
- ▶ The library's 15,000 Facebook fans and 3,500 Twitter followers will be kept up-to-date on progress toward the 100,000 sign up goal and the 100-year celebration promotions.
- ▶ Newspaper and transit advertising adds millions more impressions.

COMMUNITY PARTNER BENEFITS

Summer Reading offers a variety of recognition opportunities for our community partners. Please refer to the Community Partner Form to determine which of the following benefits apply to your selected partnership level.

- ▶ Summer Reading gameboards: distributed to libraries and schools throughout Multnomah County. Different versions are created in English and Spanish for preschoolers, school-age children and teens (distribution: 130,000).
- ▶ Summer Reading posters: distributed to libraries, schools, bookstores, community organizations and businesses (distribution: 1,200).
- ▶ Multnomah County Library Summer Reading website: will feature sponsors and community partners (28,000 page views during program duration).
- ▶ The Library Foundation website: approximately 4,000 page views per month.
- ▶ The Library Foundation Annual Report: mailed to The Library Foundation's supporters (readership of 22,000).

GUIDELINES FOR DONATED ITEMS

The Library Foundation is committed to supporting Summer Reading by securing quality prizes for the children in our community.

- ▶ The Summer Reading program serves all children, regardless of income. Because of this, prizes need to be free. If the prize isn't free, it isn't an incentive for many children. This includes donations that require a type of purchase, such as "buy one, get one free" or "free child's meal with purchase of adult meal."
- ▶ Summer Reading serves children from birth through age 18. Food donation coupons are popular prizes for children of all ages and must be open for redemption by participants up to 18 years old.
- ▶ We recognize that not all prizes will be appropriate for children participating in this program. The Library Foundation appreciates our community partners, but we may not be able to accept all donations.
- ▶ All donations must be delivered to The Library Foundation by May 4, 2012.

CONTACT

Feel free to contact Kristin Wallace at 503-223-4009 or kristinw@libraryfoundation.org with any questions.

www.libraryfoundation.org