

Adams County Library System 2025 Program Sponsorship Opportunities

Support your community while promoting your business! Our programs reach thousands of Adams County residents through engaging events, workshops, and educational challenges. Partner with us to make a lasting impact.

To discuss a Special Project or for more information please contact development@adamslibrary.org

PROGRAM SPONSOR – \$350

Support a single program or workshop.

Benefits:

- Logo featured on program marketing materials
 - Sponsor acknowledgment in the program description (*What's Happening* and online registration page)
 - 1/4 page black-and-white ad in *What's Happening*
 - Opportunity to display your materials at the program
 - Verbal sponsor mention during the program
 - Listing on our annual sponsor webpage*
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SPECIAL EVENT OR MULTI-WEEK PROGRAM SPONSOR – \$750

Support a larger event with anticipated attendance of over 50 people, series program or exhibit.

Includes all Program Sponsor benefits, plus:

- Recognition in a program-related press release
 - ½ page black-and-white ad in *What's Happening*
 - One sponsored ad in the Library's e-newsletter
 - Listing on our annual sponsor webpage* with a link to your business
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ANNUAL PROGRAM OR CHALLENGE SPONSOR – \$1,500

Support community-wide challenges, county-wide programs, and educational initiatives.

Includes all benefits from previous tiers, plus:

- Three sponsored ads in the Library's e-newsletter
 - Multiple promotional mentions on social media
 - **Full-page color ad** in *What's Happening*
 - Premium sponsor listing our annual sponsor webpage* with a logo and link to your business website
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OPERATIONS SPONSOR – \$2,500+

Power the library's daily impact and gain high-visibility recognition all year long.

Includes all benefits from the \$1,500 Annual Program Sponsor tier, plus:

- Recognition as an **Operations Partner** in key communications throughout the year, including select flyers, digital ads, and seasonal publications Logo featured in the footer of all monthly e-newsletters for one year
 - Business spotlight feature in our e-newsletter and on social media
 - Mention in the Library's Annual Report
 - Invitation to a behind-the-scenes tour or special meeting with library leadership
 - Opportunity to sponsor a staff professional development day, community outreach campaign, or library tech upgrade—with naming rights where applicable
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PREMIER SIGNATURE SPONSOR- \$5,000

Support one of our two most visible, county-wide programs: **SummerQuest** or **Adams County Reads One Book**.

SummerQuest engages thousands of families in a season-long reading and activity challenge. Adams County Reads One Book encourages community-wide conversation through a shared reading experience, with the goal of hosting the featured author for a public event—an opportunity made possible through generous sponsorship support.

Your investment champions literacy, learning, and community connection, while offering broad and meaningful visibility for your business.

Exclusive Benefits:

- Top-tier logo placement on all event marketing (print, digital, and signage)
- Recognition as the *Presenting Sponsor* of the selected program (e.g., “SummerQuest presented by [Your Business]”)
- Featured mention in all program-related press releases and outreach
- Dedicated social media campaign (minimum 4 boosted posts)
- Full-page inside front or back cover ad in *What's Happening*

- Dedicated e-blast to 8,000+ subscribers featuring your sponsorship
- Verbal recognition at major events and presentations
- Opportunity to be acknowledged during a special event, if applicable
- Premier placement on our annual sponsor webpage with a direct link
- Option to host a promotional table at key events

Sponsorship Reach (2024 Stats):

- *What's Happening* circulation: 6,500+ readers per issue
- E-newsletter: 8,000+ subscribers
- Social media: 10,000+ combined followers
- Over 300,000 annual library visits county-wide

*Sponsor webpage runs on a calendar-year basis (January–December). Listings do not carry over into the next year unless the sponsorship is renewed.