



2011 Sponsorship Opportunities

Year/Season Long Programs

Brown Bag Lunch Series

- The Brown Bag Lecture Series features best-selling authors and prominent people from Maine and New England as guest speakers and performers. Most programs are scheduled on Wednesdays from noon - 1:00 p.m. in the Rines Auditorium at the Main Library located at 5 Monument Square. All programs are free and open to the public, and are fully accessible to people with disabilities. Longfellow Books makes books available for purchase and signing at most programs, with a portion of the proceeds designated for the Library's Annual Fund for new books and materials.
- For Fiscal Year 2011 (July 1, 2010- June 31, 2011), we have booked several major authors, including Hannah Holmes, Tess Gerritsen, Caitlin Shetterley, Jane Brox, etc..
- Approximately 26 events per year (every other week)
- Average of 147 attendees per event

Program Sponsorship Opportunities

Individual Program Sponsorship \$500

Quarterly Sponsorship \$2,000

Semi-Annual Sponsorship \$3,750

Annual Sponsorship \$7,000

All opportunities listed represent sole sponsorships.

Summer Reading Program

- Six-week program in June and July running concurrently in all four Library locations. This year's program has three separate target audiences: youth, teens and adults.
- Potential to reach more than 1,000 children and their caregivers throughout the City of Portland.

Program Sponsorship Opportunities

Sole Program Sponsorship \$5,000 (includes exclusive recognition in all marketing materials & PR)

Partial Program Sponsorship \$1,000 - \$2,500 (includes shared recognition in all marketing materials & PR)

Limited Sponsorship \$500 - \$999 (includes limited recognition online and in some marketing materials)

Prize Sponsorship \$10 - \$500 (includes recognition online and at finale event)

Cultural Collaborations Series

- Includes ongoing collaborative program series with Portland Stage Company (*Page to Stage*) and Portland Symphony Orchestra (*Musically Speaking*). Both series are approximately six programs annually.
- Collaborative programs with PCA Great Performances throughout the PCA season supporting several of their productions. Programming includes public lectures and presentations, as well as book discussion groups.
- Ad hoc programming opportunities with other area cultural organizations such as Friends of the Kotschmar Organ, The Telling Room, Victoria Mansion, Maine Humanities Council, USM, and Maine Historical Society.
- Portland Museum of Art passes are available at the Circulation Desk at all Portland Public Library locations.
- Portland Observatory passes are available at the Circulation Desk at all Portland Public Library locations.
- Approximately 25 events per year, as well as the PMA and Observatory passes available at each location and advertised each day the Library is open.
- Average attendance varies; generally 35-100 people per event
- Strong target audiences

Program Sponsorship Opportunities

Sole Sponsorship	Not Available (partially funded by the Edward H. Daveis Benevolent Fund)
Partial Sponsorships	\$1,500-\$3,000
Single Event Sponsorships	\$400
Single Series Sponsorships	varies depending on number of programs offered and projected attendance

Sponsorship benefits vary depending on the type of program or event.

Sponsorship packages for multiple events are available at special rates.

Capital Campaign naming opportunities are also available and may be included in sponsorship packages.

**For more information, please contact:
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