EVENING in the STACKS

Sponsorship Opportunities

$20,000 TITLE

- Recognized as Presidential Circle Donor in all branches, at major events, and on website
- Recognition on the permanent Giving Tree at HCLS Central Branch
- Top logo/name placement on event postcard and invitation (see deadlines below)
- Opportunity to provide brief remarks at event
- Opportunity to include branded promotional item to guests
- Featured recognition on social media beginning 8 weeks before the event, with the post pinned on Facebook and Instagram
- Recognition posted every other week leading up to the event on Facebook and Instagram
- Logo/Name/Link in weekly HiLights emails, beginning 8 weeks prior to the event
- Prominent logo/name placement on event signage
- Prominent name and link on event website
- 10 tickets, with reserved table and parking

$10,000 PLATINUM

- Recognized as Presidential Circle Donor in all branches, at major events, and on website
- Recognition on the permanent Giving Tree at HCLS Central Branch
- Prominent logo/name on event postcard and invitation (see deadlines below)
- Featured recognition on social media beginning 6 weeks before the event with the post pinned on Facebook and Instagram
- Logo/Name/Link in weekly HiLights emails, beginning 6 weeks prior to the event
- Prominent logo/name placement on event signage
- Prominent name and link on event website
- 8 tickets, with reserved table and parking

$5,000 GOLD

- Logo/Name on event postcard and invitation (see deadlines)
- Recognition on social media beginning 4 weeks before the event on Facebook and Instagram
- Logo/Name/Link in weekly HiLights emails, beginning 4 weeks prior to the event
- Prominent logo/name on event signage
- Name and link on event website
- 6 tickets, with reserved table and parking

HOWARD COUNTY LIBRARY SYSTEM

$2,500 SILVER

- Name on event postcard and invitation (see deadlines)
- Name in weekly HiLights emails, beginning 4 weeks prior to the event
- Logo/Name on event signage
- Name and link on event website
- 4 tickets

$1,250 BRONZE

- Name in weekly HiLights emails, beginning 4 weeks prior to the event
- Name on event signage
- Name on event website
- 2 tickets

OTHER OPPORTUNITIES

$3,000 PHOTO BOOTH (one available)

- Logo/Name on photos
- Logo/Name on event postcard and invitation (see deadlines)
- Name in weekly HiLights emails, beginning 4 weeks prior to the event
- Logo/Name on event signage
- Name and link on event website
- 4 tickets

Saturday, February 27, 2027
HCLS East Columbia Branch
hclibrary.org/stacks

MEDIA SPONSORS

- Name on event postcard and invitation (see deadlines on previous page)
- Name in weekly HiLights emails, beginning 4 weeks prior to the event
- Logo/Name on event signage
- Name and link on event website
- 2 tickets

IN-KIND SPONSORS

- Name in weekly HiLights emails, beginning 4 weeks prior to the event
- Name on event signage
- Name and link on event website
- 2 tickets

REACH

HiLights (weekly e-newsletter): Nearly 44K subscribers, with 41% average open rate

Facebook: 17K followers

Instagram: 7.6K followers

DEADLINES

- Oct 30 for the postcard
- Dec 1 for the invitation
- Feb 1 for event signage
- Rolling for website, emails, and social media

SUBMIT LOGOS

Email to: kristen.blount@hclibrary.org

❑ Vector full color logo as .png, .svg or .eps files

EVENING in the STACKS

Sponsorship Agreement

I will sponsor HCLS' Evening in the Stacks 2027. Please contact Christie Lassen at 410.313.7786 or christie.lassen@hclibrary.org for more information OR give online at hclibrary.org/stacks.

- ❑ Title | $20,000
- ❑ Platinum | $10.000
- ❑ Gold | $5,000
- ❑ Photo Booth | $3,000
- ❑ Silver | $2,500
- ❑ Bronze | $1,250
- ❑ Media

To ensure proper recognition (some levels have earlier deadlines), please

RETURN THIS FORM TO:

Howard County Library System
Attn: Evening in the Stacks
9411 Frederick Road
Ellicott City, MD 21042

or email completed form to christie.lassen@hclibrary.org.

Donations can also be made online at hclibrary.org/stacks.

Contributions to Howard County Library System, a nonprofit tax-exempt organization with 501(c)(1) status, are tax deductible, minus the fair market value of each event ticket.

Name _____

Title _____

Company* _____

Address _____

City, State, ZIP _____

Phone _____

Email _____

Website: _____

Facebook: @ _____

Instagram: @ _____

LinkedIn: @ _____

Date: _____

**Please print name as you would like it appear.*

HOWARD COUNTY LIBRARY SYSTEM