



## Presenting Sponsors Opportunities



# LETTER FROM THE DIRECTOR



I am very pleased to announce the opportunity for Arlington Public Library supporters to become presenting sponsors of our well-loved Signature Events. We pride ourselves on promoting lifelong learning by offering engaging and enriching programs for all ages, as we strive to meet the needs of a growing and diverse population. Last year, over 67,000 people attended these events.

**NORMA ZUNIGA**

**Acting Director of Libraries  
City of Arlington, Texas**

Dedicated Partners like you are the key to the Library's success because their generosity makes it possible for us to provide free, family-friendly activities.

We look forward to partnering with community focused organizations like yours to continue offering high quality programming at no cost to attendees.

Please contact us to discuss partnership opportunities in more detail. We thank you for your support of the Arlington Public Library.



# ABOUT ARLINGTON PUBLIC LIBRARY SYSTEM

Serving 1.1 million people a year, Arlington Public Library holds more than 550,000 items, from books, audiobooks, eBooks, and DVDs, to digital photo collections, genealogy resources, and educational kits for parents and teachers. Online visitors can browse our collections, download eBooks, and view more than 100 digital tools.

## VISION & MISSION

**Our vision:** To be our community's best and most sought after resource for information, learning, and discovery.

**Our mission:** To open doors to a world of ideas, information, and imagination, thereby enhancing the economic, social, and cultural vitality of our diverse community.



# SUMMER READING CLUB

Summer Reading Club begins in June and runs throughout July and goes beyond books with live events all summer, for all ages. In 2019 we had 3,580 participants complete Summer Reading Club logs and 14,713 attend summer programs.

## PRESENTING SPONSOR

**\$20,000**

- Name on printed materials
- Name on website
- Name on location digital signage during Summer Reading Club
- 2 feature articles about your organization in monthly APL newsletter
- Name on social media posts





# BLACK HISTORY FESTIVAL

This annual festival is a long standing celebration honoring contributions of the African American community in Arlington and beyond. It includes performances from local arts groups and award-winning essay readings. This is a partnership between the Arlington Public Library, Animal Services, and Tarrant County College Southeast Campus.



## PRESENTING SPONSOR

**\$2,500**

- Name on digital signage
- Name on social media posts
- Name on printed materials
- Speaker at the event
- Name on webpage
- A informational table at the event



**800 ATTENDEES IN 2019**

**6 COMMUNITY  
PERFORMANCE GROUPS**

**2 HERITAGE DISPLAYS**

**ANNUAL BLACK HISTORY  
LECTURE**

# EL DÍA DE LOS NIÑOS

Día de los Niños/Día de los Libros (Children's Day/Book Day) celebrates the value of books and the love of reading. Festivities include a variety of multicultural programs. Children receive a free book (while supplies last) and the afternoon is filled with crafts, multi-language storytimes, and performances. This event has an average attendance of 450 people.



## PRESENTING SPONSOR

**\$1,500**

- Name on digital signage
- Name on social media posts
- Speaking opportunity at the event
- Name on webpage
- An informational table at the event





# TINY TREATERS

In October 2018 Arlington Public Library hosted its first ever Tiny Treaters with 350 people in attendance to celebrate Halloween in not-so-spooky style at the library. This event is geared toward children ages 0-5, although costumed children of all ages are welcome to play games, paint pumpkins, enjoy special glow in the dark storytimes, and meet and play with other children.

## PRESENTING SPONSOR

**\$1,000**

- Name on digital signage
- Name on social media posts
- An informational table at the event





# DÍA DE LOS MUERTOS

Día de los Muertos, or Day of the Dead, is a holiday honoring family and friends who have passed on. The Arlington Public Library hosted its first ever Día de los Muertos celebration in November 2018 when 170 attendees joined the library for activities including crafts and a movie. Plans for this year include performances by musicians and displays by artists to create a culturally rich event. Leading up to Día de los Muertos, the community is invited to leave a memento of their departed loved ones at an ofrenda in the Downtown Library lobby.



## PRESENTING SPONSOR

**\$500**

- Name on digital signage at Downtown Library
- Name on social media posts





# CHILDREN'S FESTIVAL

The Library's first Children's Festival will be held in downtown Arlington in June 2020. The Library will partner with local arts organizations to present the festival and to offer activities that engage children's creativity.



## PRESENTING SPONSOR

**\$20,000**

- Name on printed materials
- Name on website
- Name on location digital signage during event
- A feature article about your organization in the monthly APL newsletter
- Name on social media posts
- An informational table at the event





# ARLINGCON

ArlingCon was established in 2014 in conjunction with the University of Texas at Arlington Libraries as a free annual pop culture convention. This family-friendly event provides a welcoming and educational environment. With an average of 3,000 attendees, the event includes workshops and panel discussions as well as a cosplay runway, cosplay contest, vendors and artists, exhibits, and more.



## PRESENTING SPONSOR

**\$10,000**

- Recognition throughout the day during all main stage events
- Two panel workshops
- Full page ad in program
- Logo on a Marketing Material
- Vendor Hall Booth
- Social Media Feature
- Name on Digital Signs at all Arlington Library locations





# INTEREST FORM

Please select the event(s) that you or your organization are interested in sponsoring. You may contact the Development Coordinator at 817-459-6924 or **andi.davis@arlingtontx.gov**.

COMPANY ADDRESS

