



Friends of the Edgewater Library

Sponsorship and Partnership Opportunities

Are you interested in helping us engage the community, encourage more people to use the library, and increase their awareness of the library's services? Friends of the Edgewater Library is offering sponsorship and partnership opportunities for specific presentations as well as general programs directed to children, teens, or adults.

*As a **sponsor or co-sponsor**, you would financially support the cost of the program. As a **partner**, you would provide an in-kind donation for a program (e.g., refreshments for in-person programs, marketing support, printing, supplies, etc. for an activity).*

Perhaps you'd like to sponsor a program and would like to discuss potential opportunities first. For example, a program to commemorate an author's birthday, an anniversary of a book or a historical event. If so, please email info@foelchicago.org.

How we will promote your program

- Your name or business will be listed on Friends of the Edgewater Library's website calendar, as well as on its [sponsors](#) or [partners](#) website pages with a link to your business.
- Your name or business will be listed on all Friends of the Edgewater Library promotional materials, including its e-newsletter (1,000+ members and subscribers), and emails to all program registrants. Program information also will be sent to the 48th and 40th ward weekly e-newsletters, to the Edgewater Chamber of Commerce, Andersonville Chamber of Commerce, Chicago Coalition of Library Friends and other organizations and special interest groups (e.g., book clubs and societies).
- The program will be posted on Friends of the Edgewater Library's Facebook page and on its Instagram and Twitter feeds.
- We will submit an article to the weekly *News-Star* publication that covers the North Side of Chicago; publication is at the discretion of the *News-Star* publisher.
- Your name or business will be on Chicago Public Library marketing materials, including flyers in the library and throughout the neighborhood, on the Chicago Public Library's website and Edgewater Branch Library's website. Program information or flyers also will be sent to other libraries in neighboring communities, including Rogers Park, Northtown, and Uptown.
- A sandwich board with the program and your name will be placed in front of the library on the day of the program, weather permitting.

- Signage or a banner provided by your organization will be displayed at your in-person program.
- You may have handouts and business cards available at the in-person program you choose to sponsor or partner.
- Your name or business will be included in the introductory remarks for the program. (See *other information in "Bonus to sponsors and co-sponsors."*) For virtual programs, we will place your name and website link in the chat box and in our follow-up email to all registrants.
- You will be given a letter of acknowledgement stating the donation amount for your selected program for tax purposes.

Bonus to sponsors and co-sponsors

- For in-person programs -- **sponsors and co-sponsors only** -- will have two minutes at the start of the program to describe your business, why you chose Friends of the Edgewater Library and the particular program to sponsor.
 - Partnerships will be mentioned during Friends of the Edgewater Library's introductory program remarks.
- You may designate one person from your organization to receive a free membership to Friends of the Edgewater Library for one membership year (June 1-May 31).
- We will include your name or business about the event you sponsor in our [Frendz blog](#). As an added value, the blog will be posted on Friends of the Edgewater Library's social media.

Your promotional assistance

We request your support of the program on your website, social media, and email network and in marketing materials. You will receive a Friends of the Edgewater Library logo and a link to our website for placement on your website and in your communication.

Contact: info@FOELChicago.org

Website: www.FOELchicago.org

Facebook: <https://www.facebook.com/FriendsoftheEdgewaterLibrary/>

Twitter: <https://twitter.com/FOELChicago>

Instagram: <https://www.instagram.com/foelchicago/>