



*Books 2 Eat*

*Make a*  
*Splash!*

*Sponsorship Opportunities*  
*Saturday May 14, 2011*

*Presented by*

**EPCOR**

EDMONTON PUBLIC LIBRARY



# WELCOME TO THE EDMONTON PUBLIC LIBRARY

The Edmonton Public Library (EPL) has been serving the people of Edmonton since 1913. Beginning with the openings of two libraries, one for each side of the river, EPL has grown to be the second most visited place in Edmonton after West Edmonton Mall. EPL provides an essential service to the people of Edmonton and providing high-quality materials and services for our customers remains at the core of our values. Each year, through our 17 branches and epl.ca, we host over 14 million in person and online visits as well as over 6800 programs and events.

In addition to the financial support of the City of Edmonton and the Province of Alberta, EPL is also committed to raising private funds to support properties, materials, services and special programs. Both public and private support are a necessity for a great library. Public funds ensure that a basic level of quality service and materials are delivered to customers, while private dollars help create the margin of excellence that Edmontonians have come to expect and deserve.

The Books2Eat Gala serves as the premier event for the private sector to showcase its commitment and dedication to the Edmonton Public Library. Supporting your public library is a unique and powerful way to support your community. The following pages describe opportunities for your company to use its marketing and community investment dollars to solidify that commitment. Do not miss out on an amazing opportunity to reach a high profile audience and their community of friends and supporters!



# About the Books2Eat Gala

## How It All Began

Since its inception in 2006, the Edmonton Public Library's (EPL) Books2Eat Gala has grown into its signature fundraising event, raising awareness for the library while building strong community relationships. Inspired by the International Edible Book Festival, Books2Eat challenges chefs and cake creators to design cakes based on literary themes. Each year, Books2Eat provides an exquisite evening of food and literary flair for the arts, political and business communities as well as family, friends and long-time library supporters to enjoy. It is a widely attended and highly anticipated event.

## Location

To celebrate the sixth year of Books2Eat, we are hosting the Gala at one of the library locations that has benefited from the event itself – the Lois Hole Library. The Lois Hole Library was named after the late, Honourable Dr. Lois E. Hole, 15th Lieutenant-Governor of Alberta, and a passionate champion of public libraries. The library was constructed in 2008 to meet the demands of a growing west-Edmonton population and is a 25,000 square foot, LEED-certified, barrier-free facility that is more than double the size of its predecessor. The proceeds from the 2007 and 2008 Books2Eat Galas contributed to the purchase of new library books and materials for the Lois Hole Library.

## Why We Need You

Books2Eat is EPL's signature fundraising event, raising funds through tickets sales, donations and a silent auction, with all proceeds supporting improved library services. Funds raised from this year's event will support the Clareview Library by:

- Providing materials for the Clareview Library Collection
- Funding diversified programming offerings for our customers
- Fostering innovation with new equipment purchases



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## This Year's Event

The proceeds from this year's Books2Eat Gala presented by EPCOR will support the new Clareview Library, expected to open in 2012. The 18,000 square foot Clareview Library will be our first location built as part of a recreational facility. The library will be located next to other family-oriented facilities, including indoor swimming, skating arenas, and gymnasiums along with outdoor sports fields, tennis courts and trails.

## Event Details

**When:** Saturday, May 14  
7:30 p.m. to 11:00 p.m.

**Where:** Lois Hole Library  
17650 69 Avenue

**Why:** In support of the new Clareview Library

**Theme:** Splash!

This year's theme is *Splash!* From land to sea to ship to shore, we'll challenge cake designers to create cakes inspired by tales of all things water-based. Help make a splash by supporting our signature fundraising event. Proceeds raised from the 2011 Books2Eat Gala will benefit the new Clareview Library.

## What Your Contributions Have Done Over the Years

With your help the Books2Eat Gala has contributed to the following library projects:

- 2006: Strathcona Library Restoration and Expansion Project
- 2007: Lois Hole Library Development Project
- 2008: Lois Hole Library Materials Expansion Project
- 2009: New Clareview Library Project
- 2010: New Clareview Library Project



# BUILD YOUR CORPORATE VISIBILITY WITH THE EDMONTON PUBLIC LIBRARY.

*EPL is an important part of your marketing and community investment strategy.*

## Why should you be a sponsor?

- Align your organization with EPL. EPL is a well respected and utilized organization that is open and accessible to all members of the community. EPL is the second most visited place in Edmonton next to West Edmonton Mall and is the second most visited library in Canada next to Toronto Public Library. We host over 14 million in person and on-line visits per year! Increase your visibility and awareness through promotional opportunities at EPL.
- Show the community, your employees and your key stakeholders that you believe in an essential service to our city. Partnering with EPL can make a real difference in the community that will not go unnoticed. We can increase your recognition as a leading corporate partner.
- Network with other corporate sponsors, philanthropists, industry leading professionals, politicians and media at this high profile event.

## 2011 Books2Eat Sponsorship Opportunities

**Presenting Sponsor - \$15,000\* [SOLD]**

**Gold Sponsor - \$5000\***

**Silver Sponsor - \$2500\***

**Bronze Sponsor - \$1000\***

\*Agreement terms and details outlined in the following pages can be customized to provide maximum value for you.

Other levels and multi-year commitments are available. Please contact Ryan Drury at 780.496.7060 or [rdrury@epl.ca](mailto:rdrury@epl.ca) to book a discovery session today!



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# Books2Eat

*Make a Splash!*

# 2011 Books2Eat Sponsorship Opportunities

## Presenting Sponsor - \$15,000

### 1 Available

- Company name/logo included in all print/web material following Books2Eat Gala. Written as “Books2Eat presented by Company Name/logo”
- Logo placement on all pieces of our marketing campaign (specifics to be outlined in agreement)
- Media Release upon signing of sponsorship agreement
- Official Edible Book (cake) sponsor
- Logo included on all cake awards presented during Books2Eat Gala (Judges Choice, People’s Choice)
- Company representative has opportunity to hand out cake award to recipient.
- Logo displayed on speaker’s podium
- 3 minute speaking opportunity at event
- Verbal recognition by MC
- Opportunity to provide gift/promotional item to all attendees.
- Opportunity to display 2 company banners at event. (Size to be determined by EPL)
- Company profile on Books2Eat website for the term of the agreement
- 12 Books2Eat tickets – unused tickets may be donated. Letter from company will be included with tickets provided to recipients.

## Gold Sponsor - \$5000

### 4 Available

- Logo placement on all pieces of our marketing campaign and event day materials (specifics to be outlined in agreement)
- Verbal recognition by MC
- Opportunity to provide gift/promotional item to all attendees.
- Opportunity to display company banner at event. (Size to be determined by EPL)
- Company profile on Books2Eat website for the term of the agreement
- 8 Books2Eat tickets - unused tickets may be donated. Letter from company will be included with tickets provided to recipients.
- Choice of one of the following (will be awarded on a first come first serve basis, details to be outlined in agreement):
  - Official Silent Auction Sponsor
  - Official Beverage Sponsor
  - Official Stage / Entertainment Sponsor
  - Official Food Sponsor



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## **Silver Sponsor - \$2500**

- Logo placement on event day materials and website (specifics to be outlined in agreement)
- Verbal recognition by MC
- Opportunity to provide gift/promotional item to all attendees.
- Opportunity to display company banner at event. (Size to be determined by EPL)
- 4 Books2Eat tickets - unused tickets may be donated. Letter from company will be included with donated tickets provided to recipients.

## **Bronze Sponsor - \$1000**

- Logo placement on event day materials and website (specifics to be outlined in agreement)
- 2 Books2Eat tickets - unused tickets may be donated. Letter from company will be included with donated tickets provided to recipients.

**All sponsorship levels outlined above can be further customized to meet your needs, including multi-year agreement incentives. We don't want to provide you with a "benefit" that has no value to you. Other opportunities may be explored and purchased à la carte. Please contact Ryan Drury, to book your sponsorship discovery session today!**

**Ryan Drury**  
Manager, Fund Development  
Edmonton Public Library  
T: 780.496.7060  
C: 780.819.4337  
E: rdrury@epl.ca

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# 2011 Books2Eat Sponsorship Pledge Form

Completion and submission of this form is not a binding contract. Official agreements will be sent when payment is required.

## Company / Organization Information

Company: \_\_\_\_\_

(Please list Company / Organization name exactly as you would like it to appear in materials)

Main Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov \_\_\_\_\_ PC \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

We would like to sponsor the Edmonton Public Library  
2011 Books2Eat Gala at the following level:

- Gold Sponsor: \$5000**
  - Official Silent Auction Sponsor
  - Official Beverage Sponsor
  - Official Stage/Entertainment Sponsor
  - Official Food Sponsor
- Silver Sponsor: \$2500**
- Bronze Sponsor: \$1000**
- I would like to book a sponsorship discovery session to further customize my sponsorship agreement.

### Questions? Please contact:

**Ryan Drury**

Manager, Fund Development

P: 780.496.7060

C: 780.819.4337

E: rdrury@epl.ca

### Please forward your sponsorship form to:

Edmonton Public Library

Fund Development Office

7 Sir Winston Churchill Square

Edmonton AB Canada T5J 2V4

Attn: Ryan Drury

Fax: 780.496.1982

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The logo for Books2Eat features the text "Books2Eat" in a stylized, blue, cursive font with a white outline and a slight shadow effect. The "2" is smaller and positioned between "Books" and "Eat".

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