



Sponsorship opportunities

Evening in the Stacks is the biggest party of the year that supports the work of Howard County Library System. It has become one of Howard County's most anticipated fundraising events, considered by many to be the county's "premier" event.

For the 24th year of this party, HCLS is going virtual, transporting guests to Italy on Saturday, February 27 ... where wine, pasta, travel, culture, education, fashion, and history await. Sponsors and guests will safely enjoy an exclusive Evening in the Stacks experience from the comfort of their homes.

In previous years, the event attracted nearly 600 guests, including business and community leaders and elected officials, and raised more than \$110,000 for HCLS. This year's goals include raising \$150,000 for learning activity kits for K-12 students, and Chromebooks and hotspots for people without internet access.

We invite you to be part of this event that makes a difference in our community by becoming a sponsor. See benefits on reverse.



Sponsorship agreement



I would like to sponsor HCLS' Serata Virtuale | Evening in the Stacks at the following level
(see following pages for benefits):

Please contact Christie Lassen at 410.313.7786 or christie.lassen@hclibrary.org for more information.
OR join online at hclibrary.org/stacks.

- ☐ Rome | \$10,000
- ☐ Amalfi Coast | \$7,500
- ☐ Naples | \$5,000
- ☐ Photo Booth | \$3,000
- ☐ Venice | \$2,500
- ☐ Milan | \$1,750
- ☐ Florence | \$750
- ☐ Media

Name _____

Title _____

Company* _____

Address _____

City, State, ZIP _____

Phone _____

Email _____

Website: _____

Twitter: @ _____

Facebook: @ _____

Instagram: @ _____

Signature: _____

Date: _____

To ensure proper recognition, please
RETURN THIS FORM BY JANUARY 15, 2021
(some levels have earlier deadlines) to:

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

Email completed sponsorship agreement to
christie.lassen@hclibrary.org.

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

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

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

Sponsor Levels

EVENING IN THE STACKS



\$10,000 ROME

- Presidential Circle benefits & Giving Tree
- Title sponsor for event
- 30-second sponsorship video
- Social media mentions and tag
- Facebook event
- Logo/name on event slides for evening
- Logo/name and link on event website and event registration
- Logo/name on event print promotion (deadline December 10, 2020)
- Logo/name printed on pre-event swag (deadline January 15, 2021)
- Logo/name/link on e-blasts
- Logo/name on boxed catered meals
- 10 boxed catered meals for event
- 10 online registrations to event

\$7,500 AMALFI COAST

- 15-second sponsorship video
- Social media mentions and tag
- Facebook event
- Logo/name on event slides
- Logo/name and link on event website and event registration
- Logo/name on event print promotion (deadline December 10, 2020)
- Logo/name printed on pre-event swag (deadline January 15, 2021)
- Logo/name/link on e-blasts
- 8 boxed catered meals for event
- 8 online registrations to event

\$5,000 NAPLES

- 15-second sponsorship video
- Social media mentions and tags
- Logo/name on event slides
- Logo/name and link on event website and event registration
- Logo/name on event print promotion (deadline December 10, 2020)
- Logo/name printed on pre-event swag (deadline January 15, 2021)
- Logo/name/link on e-blasts
- 6 boxed catered meals for event
- 6 online registrations to event

\$2,500 VENICE

- Logo/name on event slides
- Logo/name and link on event website
- Name on e-blasts
- Logo/name printed on pre-event swag (deadline January 15, 2021)
- 4 boxed catered meals for event
- 4 online registrations to event



Sponsor Levels

EVENING IN THE STACKS



\$1,750 MILAN

- Logo/name on event slides
- Name on our event website
- Name on e-blasts
- 4 boxed catered meals for event
- 4 online registrations to event

\$750 FLORENCE

- Logo/name on event slides
- Name on our event website
- Name on e-blasts
- 2 boxed catered meals for event
- 2 online registrations to event

OTHER OPPORTUNITIES



\$3,000 PHOTO BOOTH (1 available)

- Logo/name on event slides
- Logo/name/link on our event website
- Logo/name on pre-event swag (deadline January 15, 2021)
- Logo/name on photo booth
- Name on e-blasts
- 4 boxed catered meals for event
- 4 online registrations to event

MEDIA SPONSORS

- Logo/name on event slides
- Logo/name and link on event website and event registration
- Logo/name on event invitation (deadline December 10, 2020)
- Logo/name printed on pre-event swag (deadline January 15, 2021)
- Name on e-blasts
- 2 online registrations to event

IN-KIND SPONSORS

- Logo/name on event slides
- Logo/name and link on event website and event registration
- Logo/name printed on pre-event swag (deadline January 15, 2021)
- Name on e-blasts
- 2 online registrations to event

FOR ALL LOGOS

EMAIL TO: kristen.blount@hclibrary.org

- ☐ Vector full color logo
.png, .svg or .eps files

FOR ALL VIDEOS

EMAIL TO: geoffrey.baker@hclibrary.org

- ☐ Sponsorship video
 - 30 sec for Rome
 - 15 sec for Amalfi Coast and Naples

