



Rosamond Gifford Lecture Series 2017-2018

Sponsorship and Advertising Opportunities

R o s **A** m o n d
G i f f o r **D**
L **E** c t u r e
S e r i e s

Who we are...

The Friends of the Central Library (FOCL) supports the Syracuse Central Library, the hub of the Onondaga County Public Library, as a vital resource for enriching the cultural and intellectual life of our community through its urban facility and programming. A nonprofit organization established in 1993, FOCL presents a nationally acclaimed author lecture series and other fundraisers to enable a significant annual donation. FOCL develops advocacy and outreach programs to champion the Central Library in making a positive difference on lifelong learning through the power of ideas and information.

The Friends of the Central Library believes that libraries are critical to the vibrancy of a community. Libraries afford residents opportunities to job search, research historical and genealogy records, educate, and entertain. FOCL supports and funds literacy efforts and resources.

The Mission of the Friends of the Central Library is to champion the Central Library as a vital community resource. Through fundraising and public advocacy, we enhance the excellence of our library and its capacity to serve the community.

What we do...

Since 1997, FOCL has donated over \$600,000 to support library programs by purchasing books and materials.

FOCL produces and promotes the Rosamond Gifford Lecture Series, the largest library-related lecture series in the country. For Twenty-Two seasons, the Friends of the Central Library brought over 100 world-famous authors to Syracuse to entertain, inform and inspire our Central New York audience.

Why sponsor...

By sponsoring the Rosamond Gifford Lecture Series, your company will have a wide marketing reach due to extensive promotion in a variety of media outlets, guest attendance, and numerous library patrons. Your support will assist FOCL in providing support to the Central Library and their mission as well as literacy efforts in the community.



Legends

\$5,000

- Four box seat tickets for each of the season's six lectures
- Two invites to Season Opener
- Sponsor recognition on FOCL website
- Full Page in FOCL's Gifford Lecture Series program book in both the Fall and Spring editions. (back cover, inside front, inside back - based on availability.) *Program ad deadline is 8/15/17. Ads submitted after will be in the Spring edition only.
- Sponsor Page listing in the Gifford Lecture Series program book
- Stage based recognition in PowerPoint welcome
- Public Thank You announced from the stage at each lecture
- Season Banner representation
- An invitation for four to attend the post-lecture Patron Party

Classics

\$3,000

- Two box seat tickets for each of the season's six lectures
- Two invites to Season Opener
- Sponsor recognition on FOCL website
- Full Page in FOCL's Gifford Lecture Series program book in both the Fall and Spring editions. *Program ad deadline is 8/15/17. Ads submitted after will be in the Spring edition only.
- Sponsor Page listing in the Gifford Lecture Series program book
- Stage based recognition in PowerPoint welcome
- Public Thank You announced from the stage at one lecture
- Season Banner representation
- An invitation for two to attend the post-lecture Patron Party

Novellas

\$2,000

- Two tickets with preferred seating for each of the season's six lectures
- Two invites to Season Opener
- Sponsor recognition on FOCL website
- Full Page in FOCL's Gifford Lecture Series program book in both the Fall and Spring editions. *Program ad deadline is 8/15/17. Ads submitted after will be in the Spring edition only.
- Sponsor Page listing in the Gifford Lecture Series program book
- An invitation for two to attend the post-lecture Patron Party

Full Page
5" (w) x 8" (h)

Quarter Page
2.25" (w) x 3.75" (h)

Business Card
3.5" (w) x 2" (h)

Half Page
5" (w) x 3.75" (h)

**Rosamond Gifford Lecture Series
2017-2018
Sponsorship Contract**



Name of Company, Institution or Individual: _____

Contact Person: _____

Email Address: _____ Business Phone: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Please check the desired Sponsorship Level or Advertising Level (price includes all six lectures):

- | | |
|---|---------|
| <input type="checkbox"/> Legends Sponsorship | \$5,000 |
| <input type="checkbox"/> Classics Sponsorship | \$3,000 |
| <input type="checkbox"/> Novellas Sponsorship | \$2,000 |
| <input type="checkbox"/> Half Page ad only – 5" (w) x 3.75" (h) | \$1,200 |
| <input type="checkbox"/> Quarter Page ad only – 2.25" (w) x 3.75" (h) | \$600 |
| <input type="checkbox"/> Business Card Size ad only – 3.5" (w) x 2" (h) | \$250 |

Submit your business ad in high resolution PDF format and email your files to:
FOCL@onlib.org.

Please make your check payable to **Friends of the Central Library** and mail with contract to:

Friends of the Central Library
447 South Salina St.
Syracuse, NY 13202

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If you have any questions, please feel free to contact our office at (315) 435-1832.

Advertising files and signed contract are due with payment by August 15, 2017.

Signature: _____ Date: _____

FOCL Contact: _____

Thank you for your support!