



# Let's spend our summer All Together Now!



Last year, our library saw almost 4,000 people per week visit during summer reading! Many of those visitors also participated in our summer reading challenge but not everyone. We hope to change that this year as we open our summer reading program to ALL AGES! Anyone who wants to participate will track their reading, earn incentives and raffle tickets for reaching milestones, and attend awesome programs! It all begins Monday, June 5th with our Kickoff party where patrons can visit sponsors along our walking path, enjoy a cool treat, make a memory with Penny Lane VW Photo Bus, and stay for the program, MUSH! featuring Karen Land and her sled dogs.

We're asking you to be part of the fun, too! Community partners, like you, can help with monetary and in-kind donations to be used towards milestone incentives, raffle prizes, cool treats for the Kickoff, and fun extras like our community Stick Together, a popular sticker mosaic that everyone enjoys creating over the summer. In return, all summer reading sponsor logos are listed on [our Beanstack website](#), which is used to track our reading challenges, including summer reading. Sponsors are also thanked via large posters displayed during summer reading. Best of all, we invite our sponsors donating \$50 worth of monetary or in-kind donations to have a space at our summer reading kickoff! Plus, partnering with us for summer reading lets our community know you support literacy efforts for all ages, not just over the summer, but all year long. While summer reading helps combat the summer slump for students, there are many more benefits to reading, no matter your age!

Ready to spend summer all together now? Simply fill out the Sponsorship Commitment form and return to the library by May 19th to ensure your name/logo are featured on our Beanstack site when registration opens and secure your space at our Kickoff. Please reach out if you have any questions or want to talk more.

Best,

*Robbi Caldwell*

Robbi Caldwell, MLS  
Information Services Manager  
Brownsburg Public Library



# Sponsorship Commitment



Thank you for partnering with us to inspire our community to read!  
See our sponsorship types below for more information:

## Monetary

- Cash, check, and card all accepted
- You choose the amount.
- Helps purchase prizes such as books for the final week, milestone incentives and raffles.

## Milestone Incentives

- Earned by reaching specific goals, like time spent reading or doing early literacy activities.
- We typically need 800-1,000 items per sponsor if used for a milestone incentive.
- Families have said they most appreciate prizes with no additional purchase requirement.
- Big hits in the past have been free ice cream, free kid's meals, free bowling, free donuts, 15 minutes of virtual reality play time, etc.

## Raffle Prizes

- Readers earn raffle tickets for every milestone goal they hit and can choose which raffles they'd like to enter. For this reason, it's best that we know and/or have the raffle prize prior to June 6th, when the program begins.
- We have paired donated prizes in the past to create our raffle options. For example, if we have a gift card for \$10 for ice cream, we might pair that with a set of tickets to a game or a night out at the movies, etc. This makes the raffle prizes even more exciting and gives sponsors a great option if they want to donate their product, rather than money, without needing bulk amounts, like a milestone prize.
- Big hits in the past have been gift cards for retail, entertainment or food options, memberships to museums, the zoo, parks or other nearby family outing options, party packages, photo packages, and "big ticket" items like bicycles, gaming systems, etc.

**Please fill out the form below and return to the library by May 19th:**

Sponsor Name: \_\_\_\_\_

Contact Name, if different from name of sponsor: \_\_\_\_\_

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

Donations can be mailed, dropped off, picked up by library staff or if monetary, made online at <https://bpljobs.wufoo.com/forms/summer-reading-sponsorship/>. You can also scan the QR code below to get to the form. Please indicate how your donation will get to the library:

Mail

Drop-Off

Picked Up by Library Staff

Sponsors donating \$50 or more in monetary or in-kind donations are invited to have a space at our Summer Reading Kickoff on Monday, June 5th from 4-7 PM. Should we save you a space?

I plan to attend. Please save a spot for my organization.

I won't be able to make it.

While we have you, let us know if you're interested in either of these options, too:

I am also interested in being a sponsor for the Winter Reading.

Go paperless! I prefer to receive sponsorship requests via email.

Email, if not listed above: \_\_\_\_\_

