

2023



HPLD
Friends &
Foundation

Sponsorship Opportunities
& Media Guide

Letter from the Director

Dear Friend,

The High Plains Library District is Northern Colorado's center for connection and personal growth. With seven branches, Outreach Services (MOVE), public computer centers and six autonomous members libraries across the front range, the High Plains Library District provides free access to engaging programs, traditional library services, and innovative workforce development opportunities to patrons **no matter their location**.

Your HPLD Friends & Foundation *builds a community for library lovers* through increased collaboration, philanthropy, volunteer engagement, awareness and advocacy for the libraries of the High Plains Library District. We work hand in hand with library staff to support innovative programming and crucial services that *strengthen our community*.

Our libraries are a place where anyone can:

- gather for free literacy programming that will engage them in lifelong learning like **Summer Reading Adventure** (page 11).
- participate in workforce development opportunities that will better prepare them for their future like **YES!fest** (page 12).
- gather in a community space to celebrate community events and milestones at the **Greeley PopUp Pride Event** (page 13) or the **Erie Community Library 15th Anniversary** (page 16).

We invite you to review our 2023 HPLD Friends & Foundation Sponsorship and Media Guide with your team. As a sponsor, your organization's generosity will be recognized throughout our libraries and in your selected programming area's materials and advertising. **We hope that you will consider sponsoring a program or service with the HPLD Friends & Foundation.**

Please contact our team at foundation@highplains.us or (970) 506-8592 if you have any questions or would like to schedule a meeting regarding a sponsorship opportunity. Thank you for building a community of library lovers with us.

With Gratitude,



Foundation Director
HPLD Friends & Foundation



Our Mission

The High Plains Library District Friends & Foundation is a 501(c)3 non-profit established to support the High Plains Library District. The mission of the High Plains Library District Friends & Foundation is to build a community of library lovers through increased collaboration, philanthropy, volunteer engagement, awareness and advocacy for the libraries of the High Plains Library District.

Our Role in Our Community

We aim to build a community of library lovers within Northern Colorado by gathering funding for HPLD programs and services. With more than 100,000 card holders in the District we support, we provide equitable access to resources for the adults, young adults, and children within our community. Through donations from library lovers like you, we address emerging needs in our community, bolster literacy rates among our youth, and support literary programming to engage authors in our community.



About the High Plains Library District

16 libraries make up the High Plains Library District

High Plains Library District serves over 100,000 card holders. Library lovers have access to free internet services and specialty checkout items like laptops and mobile wireless hotspots that help our neighbors stay connected.

We are increasing literacy in our county by prioritizing library programs and experiences that serve age ranges from infancy to adulthood.

Founded in the year 2000, the High Plains Library District Friends & Foundation is a 501(c)3 non-profit established to support the High Plains Library District.

Carbon Valley Regional Library

Centennial Park Library

Eaton Public Library*

Erie Community Library

Farr Regional Library

Fort Lupton Public School & Library*

Glenn A. Jones, M.D. Memorial Library*

Hudson Public Library*

Lincoln Park Library

Keenesburg Public Library*

Kersey Library

M.O.V.E.

Nantes Library*

Northern Plains Public Library*

Platteville Public Library*

Riverside Library & Cultural Center

*member libraries have their own governance.



65,149
active card holders



3,064
library programs



1,797,349
items circulated in
our libraries



43,778
library program
attendees

2023 Program & Event Calendar

Spring

April 22nd

Erie's 15th Anniversary

Summer

June 1st

Summer Reading Adventure Begins

June 10th

Greeley PopUp Pride Event

Fall

September 16th

YES!Fest

September 16th

Annual Juried Kids Art Show at Erie Community Library

October

Annual Innovation Luncheon

Year Around

100 Books Before Graduation

Carbon Valley Regional Library Nature Play Space

General Library Programming

Widening the Window

Sponsorship Menu

Gold
\$15,000 and up

Silver
\$10,000 up to \$14,999

Title Sponsor
\$7,500 up to \$9,999

Presenting Sponsor
\$5,000 up to \$7,499

Bibliophile Sponsor
\$2,500 up to \$4,999

Library Lover Sponsor
\$1,000 up to \$2,499

Friend of Sustainability Sponsor
\$500 up to \$999

Friend of Innovation Sponsor
\$250 up to \$499



Your Sponsorship Benefits

Gold

\$15,000 and up (exclusive)

Private library tour with HPLD Executive Director and Friends & Foundation Director

Private MOVE vehicles tour with HPLD Executive Director and Friends & Foundation Director

Digital Marketing with Your Logo

Prominent recognition on front page and supporters page of Friends & Foundation website

Individual slide in branch libraries front entry TVs



Recognition Friends & Foundation Annual Report

Recognition in four HPLD Newsletters (20,000+ readers)

Prominent recognition in all Friends & Foundation Quarterly Newsletters with 300+ readers

Prominent recognition on program/event's webpage on District's site

Prominent social media recognition



Physical Marketing with Your Logo

When space allows, recognition stating "This program is proudly supported by the generosity of Sponsor Logo"

Prominent Recognition on all physical marketing materials for program/event

Event Only Benefits

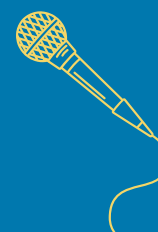
Two (2) prominent booths or tables, with the opportunity to choose organization's placement

Opportunity to speak at event

Organization banner displayed at booths (provided by sponsor)

Opportunity to share marketing materials at booth spaces

Day of recognition including social media shout outs, and event recognition.



Your Sponsorship Benefits

Silver

\$10,000 up to \$14,999 (exclusive)

Private library tour with HPLD Executive Director and Friends & Foundation Director

Digital Marketing with Your Logo

Prominent recognition on front page and supporters page of Friends & Foundation website

Individual slide in branch libraries front entry TVs



Friends & Foundation Annual Report

Prominent recognition in all Friends & Foundation Quarterly Newsletters with 300+ readers

Recognition in three HPLD newsletters

Prominent recognition on selected area's webpage

Prominent social media recognition



Physical Marketing with Your Logo

Prominent Recognition on all physical marketing materials for selected area

Event Only Benefits

Two (2) prominent booths or tables, with the opportunity to choose organization's placement.

Organization banner displayed at booths (provided by sponsor)

Opportunity to share marketing materials at booth spaces

Day of recognition including social media shout outs, and event recognition.



Benefits	Title \$7,500 up to \$9,999 (exclusive)	Presenting \$5,000 up to \$7,499 (up to two)	Bibliophile \$10,000 up to \$14,999 (exclusive)
Recognition on HPLDF&F website	Front Page & Supporter's page	Front Page & Supporter's page	Supporter's page
Logo on slide in Branch Library's front entry TVs	✓	✓	✓
Recognition in Friends & Foundation Annual Report	Logo	Logo	Logo
Recognition within HPLDF&F Quarterly Newsletters	Logo in all	Logo in all	Logo in all
Logo within HPLD Newsletters	2	1	✗
Logo on program/event's webpage	✓	✓	✓
Social Media Recognition	✓	✓	✓
Logo on physical marketing materials for selected program/event	All materials	All materials	Most materials
Tour of Library of your choice	With HPLD Executive Director and Foundation Director	With Staff	With Staff
Event Only Benefits	Two prominent booths or tables with opportunity to choose placement	Two prominent booths or tables with opportunity to choose placement	One prominent booth or table
Event Booth or Table			
Organization banner displayed at booth or table (provided by sponsor)	✓	✓	✓
Opportunity to share marketing materials at booth spaces (not available at luncheon events)	✓	✓	✓
Day of recognition: social media shout outs, and event recognition.	✓	✓	✓

Benefits	Library Lover	Sustainability	Innovation
	\$1,000 up to \$2,499 (unlimited)	\$500 up to \$999 (unlimited)	\$250 up to \$499 (unlimited)
Recognition on HPLDF&F website	Supporter's page	Supporter's page	Supporter's page
Logo on slide in Branch Library's front entry TVs	✓	Name Only	Name Only
Recognition in Friends & Foundation Annual Report	Logo	Name	Name
Recognition within HPLDF&F Quarterly Newsletters	Logo in 2	Name in 1	✗
Logo within HPLD Newsletters	✗	✗	✗
Logo on program/event's webpage	✓	Name Only	Name Only
Social Media Recognition	✓	Name Only	Name Only
Logo on physical marketing materials for selected program/event	Most materials excluding small items	Name on Flyers	Name on Flyers
Tour of Library of your choice	With Staff	✗	✗

Event Only Benefits

Event Booth or Table	One Booth or Table	One Booth or Table	One Booth or Table
Organization banner displayed at booth or table (provided by sponsor)	✓	✓	✓
Opportunity to share marketing materials at booth spaces (not available at luncheon events)	✓	✓	✓
Day of recognition: social media shout outs, and event recognition.	✓	✗	✗

Available Programs and Events for Sponsorship

Annual Innovation Luncheon

The Annual Innovation Luncheon fundraiser is the premier event of HPLD Friends & Foundation. The funds from this event will support innovation and workforce development programming across the District. Guests will enjoy lunch, a short program, and great music. Join us in dining among professionals while raising funds for our beloved community. This year's event is taking place at our District's newest library, LINC, in downtown Greeley.

Carbon Valley Regional Library Nature Play Space

The Nature Play Space will offer our young patrons a place of their own where they can explore, build, cooperate, and discover nature in open-ended play and experiential learning.

Erie's 15th Anniversary

Erie Community Library is celebrating 15th years of service. On Earth Day, they will have games, music, and fun for the whole family!

YES!Fest

This Youth Engineering and Science Festival – YES!fest – promises to be a fun and educational festival for the whole family. Booths and exhibitors from across many science and engineering fields will provide hands-on activities for all age levels.

General Library Programming

Sometimes opportunities are presented to the libraries after their funds have been budgeted for the entire year. Being community and customer service focused, HPLD staff frequently want to do more for our patrons but struggle finding the funds to offer more.

Greeley PopUp Pride Event

Greeley PopUp Pride Celebration is an inclusive all-ages event that celebrates the LGBTQIA+ communities and helps educate community members through conversation, diverse literature, and connectivity. Community partners play an active role with interacting and informing participants about inclusive services geared towards marginalized populations.

Summer Reading Adventure

HPLD offers Summer Reading Adventure to foster personal growth and development, promote a passion for reading, and support family literacy. Our youth (ages 0-18), representative of our diverse community, enthusiastically participate in the Summer Reading Adventure by discovering new library-related experiences throughout the summer. This ignites within them a passion for reading and learning, and a connection with the library.



Summer Reading Adventure

The Summer Reading Adventure is the most popular and successful annual program the District holds for all ages.

HPLD offers Summer Reading Adventure to foster personal growth and development, promote a passion for reading, and support family literacy. Our youth (ages 0-18), representative of our diverse community, enthusiastically participate in the Summer Reading Adventure by discovering new library-related experiences throughout the summer. This ignites within them a passion for reading and learning, and a connection with the library.

89%

enjoy reading more

2,885

registered participants
ages 0-18 in 2022

94%

learned something new
from what they read or
experienced

961

registered participants
ages 19+ in 2022

When you sponsor the Summer Reading Adventure, you are supporting literacy in your community. Sponsorships sustain the future of the program in addition to funding incentives such as books for reader's home library. Community support is invaluable to this literacy program.



This Year's Theme



YES!Fest Youth Engineering and Science Festival

The Youth Engineering and Science Festival – YES!fest – promises to be a fun and educational festival for the whole family. Booths and exhibitors from across many science and engineering fields will provide hands-on activities for all age levels. YES!fest seeks to create a change in attitude toward engineering as a meaningful potential career option and emphasizes its relevance in our everyday lives.



698

attendees in 2022

24

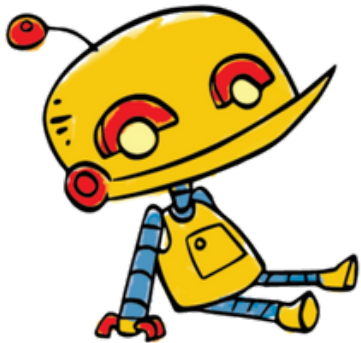
community exhibitors
and presenters

87%

want to attend 2023's
Yes!Fest

98%

think STEM activities
are cool



YES!Fest Mascot, Yes!Bot

When you sponsor Yes!Fest, you have the opportunity to have a booth to demonstrate your STEM related business. YES!fest is made possible by the support of STEM nonprofit and business exhibitors. Exhibitors represent their unique STEM field and create engaging experiences via an interactive booth, demonstration, or presentation for a family audience. We hope that you see the value in what YES!fest and your public libraries bring to our community and will help further our mission by joining YES!fest in 2023.



Greeley PopUp Pride

Greeley PopUp Pride Celebration is an inclusive all-ages event that celebrates the LGBTQIA+ communities and helps educate community members through conversation, diverse literature, and connectivity.



Beginning in 2022, this celebration involves hands-on activities for all ages, free food and beverage, an all-ages performances highlighting the LGBTQIA+ community, as well as give-a-ways. During the event HPLD's M.O.V.E. staff provide all ages programming like Zumba, Yoga, Pride Storytimes, crafts, summer outdoor games, and of course, library check outs from the PopUp Vehicle.

The Only Pride Event in Greeley.

Sponsors play an active role with interacting and informing participants about inclusive services geared towards marginalized populations. PFLAG Greeley, Hispanic Women of Weld County, UCHealth, North Range Behavioral Health, First Congregational Church, among other organizations participated in 2022.

28

community partners

164

participants last year



Carbon Valley Regional Library Nature Play Space

Carbon Valley seeks to add a Nature Play Space off of the Jan Cruz Nature Trail outside of their library. The Nature Play Space will offer our young patrons a place of their own where they can explore, build, cooperate, and discover nature in open-ended play and experiential learning. This space will include items like a mud kitchen, funnel stand, balance scale, tree blocks for building, stacking stones, sand table, water table, garden planters, and sensory plants.



Featuring Outdoor Programs such as:

Let's Build With Nature

Nature Walk Bracelets

Nature Art & Journaling

Outdoor Storytimes

Let's Get Growing: Plants

Flower Art

When you sponsor the Nature Play Space, you will be supporting the purchase of outdoor equipment necessary for programming. This equipment will be purchased with the intention that they will be used for years to come. The Nature Play Space will not only enhance the childhoods for our newest patrons, but promote spending more time engaging with the outdoors.

Annual Innovation Luncheon

HPLD Friends & Foundation's Annual Fundraising Event.

The Annual Innovation Luncheon fundraiser is the premier event of HPLD Friends & Foundation. The funds from this event will support innovation and workforce development programming across the District. Guests will enjoy lunch, a short program, and great music. Join us in dining among professionals while raising funds for our beloved community. This year's event is taking place at our District's newest library, LINC, in downtown Greeley.



Your sponsorship includes seats at a table or an entire table at the event as well as a gourmet meal. The funds go towards Foundation operations and our Board Designated Funds projects which have included Summer Reading Adventure, YES!Fest, and the newest literacy program, 100 Books Before Graduation.





General Library Programming

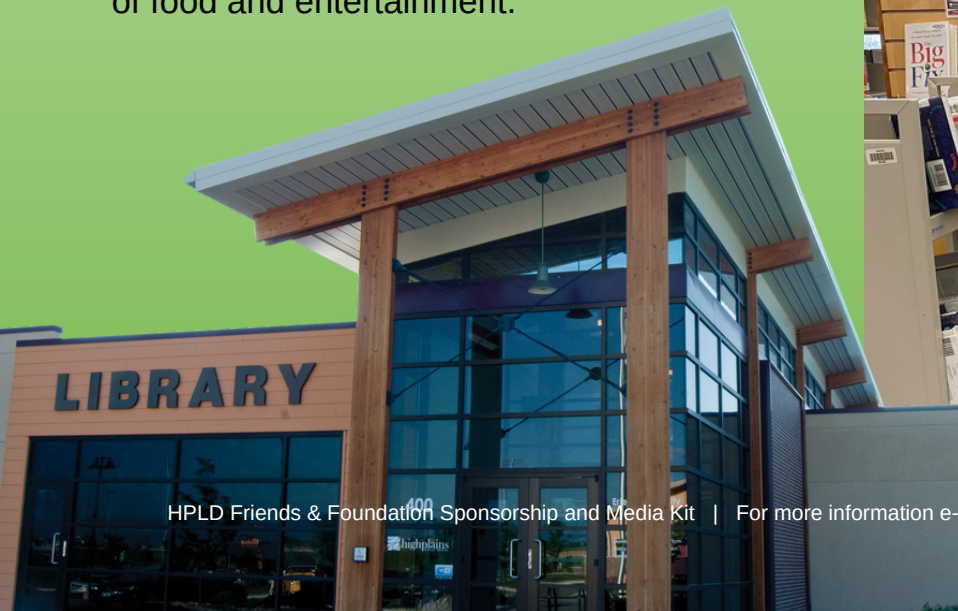
Sometimes opportunities are presented to the libraries after their funds have been budgeted for the entire year. Being community and customer service focused, HPLD staff frequently want to do more for our patrons but struggle finding the funds to offer more.

Your support of general library programming could provide the following:

- Incentives for special projects and events
- Library-sponsored book clubs and community conversations
- Incentives and supplies for STEM programming
- Incentives for the Early Literacy Fair
- Incentives for the Young Adult Library Services Association (YALSA) initiative
- & more!

Erie's 15th Anniversary

On Earth Day - April 22, 2023, Erie Community Library is celebrating 15 years of serving our community. There will be food, music, and games for the whole family! Your sponsorship will go towards the day of costs of food and entertainment.



BUILDING A COMMUNITY OF LIBRARY LOVERS

WAYS TO GIVE



www.coloradogives.org/organization/HPLD

www.hpldfriendsandfoundation.org/sponsorship

foundation@highplains.us



Write checks to:
HPLD Friends & Foundation
2650 West 29th Street
Greeley, CO 80631

Make checks payable to:
HPLD Friends & Foundation
Write program/event in memo



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