

2024



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 14).
- participate in workforce development opportunities that will better prepare them for their future like **YES!fest** (page 15).
- gather in a community space to support workforce development at the **Innovation Luncheon** (page 12).

We invite you to review our 2024 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](mailto: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

# 15

 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.



43,778

library program  
attendees



3,064

library programs



65,149

active card  
holders

Carbon Valley Regional Library  
Centennial Park Library  
Eaton Public Library\*  
Erie Community Library  
Farr Regional Library  
Fort Lupton Public Library\*  
Glenn A. Jones, M.D. Memorial  
Library\*  
Hudson Public Library\*  
LINC: Library Innovation Center  
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.



# 2024 Program & Event Calendar

## Spring

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**April 3rd**

Library Giving Day

## Summer

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**June 1st**

District-wide Summer Reading  
Adventure Begins

**June 1st**

Northern Plains Public Library  
Summer Reading Program  
Begins

**August**

Annual Juried Kids Art Show  
at Erie Community Library

## Fall

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**September 14th**

YES!Fest

**October 1st**

Annual Innovation Luncheon

## Year Around

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100 Books Before Graduation

1,000 Books Before Kindergarten

Adaptive Fun

Adults Read On

Carbon Valley Regional Library  
Nature Play Space

Multilingual Nursery Rhyme Booklets

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

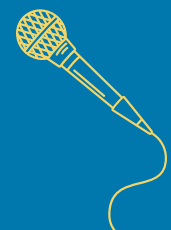
Two (2) prominent booths or tables, with the opportunity to choose organization's placement

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*

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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*

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Prominent Recognition on all physical marketing materials for selected area

### *Event Only Benefits*

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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<br>\$7,500 up to<br>\$9,999 (exclusive)                              | Presenting<br>\$5,000 up to<br>\$7,499 (up to two)                         | Bibliophile<br>\$10,000 up to<br>\$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                                   | All materials  | All materials  | Most materials  |
| Tour of Library of your choice  | With HPLD Executive Director and Foundation Director                       | With Staff   | With Staff  |
| <b><i>Event Only Benefits</i></b>   | <b>Two prominent</b> booths or tables with opportunity to choose placement | <b>Two prominent</b> booths or tables with opportunity to choose placement | <b>One prominent</b> 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

\$1,000 up to \$2,499 (unlimited)

## Sustainability

\$500 up to \$999 (unlimited)

## Innovation

\$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 | 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

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## *Adults Read On*

*Page 11*

Adults Read On is a year-round reading program catering to ages 16+. Adults discover their own literary interests and delve into the myriad of library services available to them. In doing so, they not only learn about library resources that can aid in their development of their own goals, hobbies, or education, but are provided opportunities to create connections and build communities within those areas of interest that last beyond the program's duration.

## *Innovation Luncheon*

*Page 12*

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.

## *Annual Juried Kids Art Show*

*Page 13*

Erie Community Library is hosting the 5th Annual Juried Art Show in 2024. Each year has a different theme, inviting participants ages 3-18 to submit 2-dimensional art pieces using any medium to highlight their artistic talents & skills. This year's theme highlights the 150th year anniversary of the Town of Erie.

## *Summer Reading Adventure*

*Page 14*

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.

## *YES!Fest*

*Page 15*

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.



# Adults Read On Adult Reading Program

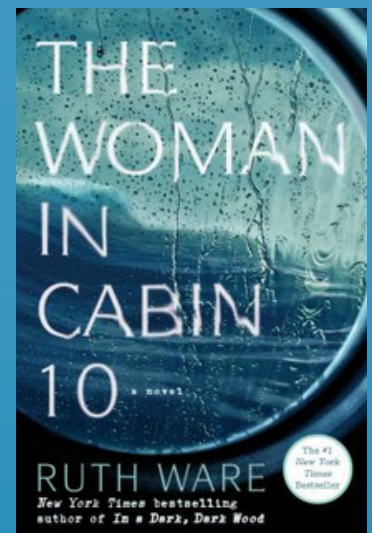
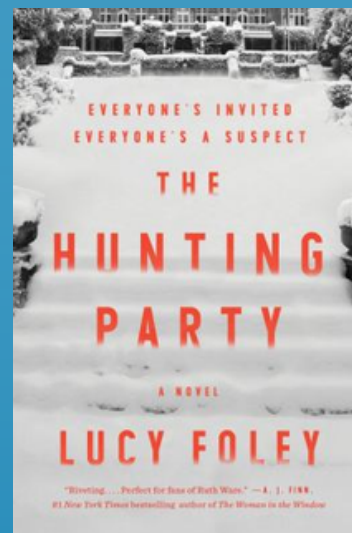
Adults Read On is a year-round reading program catering to ages 16+ that allows adults to discover their own literary interests and delve into the myriad of library services available to them.

The ARO program provides flexible programming catering to adult schedules, suggestions to encourage participants to read something new, and a platform for adults to discuss literature with their community members

When you sponsor Adults Read On, you are encouraging continued literacy in your community.

Sponsorship funds will be used to purchase incentives for newly registered participants and to encourage continued participation in the ARO program. In-kind donations will be used similarly to encourage participation, foster collaboration, connect community members with their library.

## Reading list: Closed Circle Mysteries



### Reading Lists

High Plains Library District Librarians continuously create new reading lists that should suit just about any reader. Participants don't have to pick from these lists to finish the challenges, but having the Librarian's stamp of approval entices readers to pick up their next book. Librarians publish new challenges and lists monthly.

# innovation luncheon

HPLD Friends & Foundation's Annual Fundraising Event.

HPLD Friends & Foundation's Innovation Luncheon is a fundraising event that will bring our community together to raise funds for the High Plains Library District's skills pipeline programming and services.

Skills pipeline programs and services are designed to connect library lovers with the skills they need to enter the workforce, the tools required to start a new business and hands-on maker programming that awakens their inner artist.

Developing our Neighbor's Future.



A Mobile Workforce Unit



Business Sector Partnerships



Investing in our educated and specialized staff



The Latest Tools and Tech Inside our Libraries



If you benefit from a skilled workforce, consider purchasing an individual ticket or sponsoring a table at the Innovation Luncheon.

Your sponsorship includes seats at a table or an entire table at the event as well as a gourmet meal. The funds go towards workforce development programs and services throughout the High Plains Library District.

# Annual Juried Art Show

Erie Community Library's annual art show.



Erie Community Library is hosting the 5th Annual Juried Art Show in 2024. Each year has a different theme, inviting participants ages 3-18 to submit 2-dimensional art pieces using any medium to highlight their artistic talents & skills. This year's theme highlights the 150th year anniversary of the Town of Erie.



Your sponsorship will provide prizes, mounting materials, and celebration items for the Opening Reception. The Opening Reception is the opportunity to bring family and friends to celebrate and recognize the artists for their creativity and accomplishments, and to show off their artwork in a public space.



2023 Submissions



# 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.



**1,700**

attendees in 2023

**24**

community exhibitors  
and presenters

**87%**

want to attend 2024'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 at the festival to demonstrate your STEM related business. 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 2024.





# BUILDING A COMMUNITY OF LIBRARY LOVERS

WAYS TO  
GIVE



[www.coloradogives.org/organization/HPLD](http://www.coloradogives.org/organization/HPLD)

[www.hpldfriendsandfoundation.org/sponsorship](http://www.hpldfriendsandfoundation.org/sponsorship)  
[foundation@highplains.us](mailto: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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Stay up to date on Foundation News with our newsletter: *The Quarterly*.  
Our newsletter features interviews, program and event announcements, and  
fundraising updates. Sign up on our website.

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