

# Pope Memorial Library

## More than books



For over 130 years, the Pope Memorial Library (PML) has served as a community hub in the Mount Washington Valley (MWV). Located in downtown North Conway, the Library was expanded in 2020 to include more space for its growing collection and increasing program offerings. Today, we continue to bring together people of all ages, interests, and locations, serving all residents of the MWV.

Our purpose is more than books. We advocate for literacy while strengthening community relationships through education, collaboration and connection. We offer a safe, welcoming space for all, diverse resources, creative programming and beneficial services. From our beloved story time for our youngest readers - to a writer visit attended by more than 70 people - to a robust group of crafters who meet twice monthly, our mission continues to be a library for all.

**Pope Memorial Library is happy to announce the opening of our annual sponsorship.**

As a 100% privately funded library, we do not regularly receive town, state or federal government funding and therefore depend on donations to ensure that the library remains free and open to the public. In order to continue our growth and commitment to the MWV community, we are now offering annual sponsorship to our supporters. For companies and organizations in the MWV, this is a unique opportunity to be recognized as a generous supporter of one of our community's oldest and most valued organizations while gaining brand exposure.

Depending on the size of the contribution, sponsorship benefits may include the benefits on the following page.

# Pope Memorial Library

## Our Annual Sponsorship



### Special Events

Each year we offer special events for the community, such as Theatre Night, Bike for Books, Silent Disco, Halloween Library Trick or Treat, Spring Egg Hunt, and many more.



### Notable Programs

Throughout the year we offer unique programs for all ages and interests, including humanities presentations, family game night, family events, and many more.



### Ongoing Programs

Our well loved programs include book clubs, knitting & crafting groups, storytimes, acoustic jam, mahjong/canasta, tech help, support groups, and much more.



### Community Relations

We partner with local advertising and press to ensure maximum exposure for the library, our events, and our supporters.



### Digital Promotion

From our website, to our newsletter, social media and digital screens - we promote all that is happening at the library and our supporters.



### Special Sponsor Thank You

We know we could not do it without you, our supporters - and we want to say thank you both through a special event and throughout the year.

	Special Events	Notable Programs	Ongoing Programs	Community Relations	Digital Promotion	Special Thank You
<b>PRESENTER</b> \$20,000/yr	Presenting Sponsor	Presenting Sponsor	Presenting Sponsor	✓+	✓+	✓+
<b>SUSTAINER</b> \$15,000/yr	Sustainer Sponsor	Sustainer Sponsor	Sustainer Sponsor	✓+	✓+	✓
<b>CHAMPION</b> \$10,000/yr	Library Champion	Library Champion	Library Champion	✓+	✓	✓
<b>SUPPORTER</b> \$5,000/yr	Library Supporter	Library Supporter	Library Supporter	✓	✓	✓
<b>COMMUNITY BUILDER</b> \$2,500/yr		Community Builder	Community Builder		✓	✓
<b>FRIEND</b> \$1,000/yr			Friend		✓	✓

# Pope Memorial Library

## Sponsorship Benefits



### **PRESENTER**

Presenting our special events, library events, and programs.  
**\$20,000/yr**

#### Library SPECIAL EVENTS

Exclusive library sponsorship recognized in all materials as  
**"Presented by"**

- Event web page
- Social media
- Save the date, invitation and all email communications
- Posters and flyers in the library and throughout the community
- Space for a table at special events
- **4** event tickets/per event and VIP area when applicable.

#### Library NOTABLE PROGRAMS

- Recognized as a **Presenting Sponsor** for all library events

#### Library ONGOING PROGRAMS

- Recognized as a **Presenting Sponsor** of all library programs

#### Library COMMUNITY RELATIONS

- Listed as **Presenting Sponsor** in all special event advertising
- Opportunity for a joint press release on sponsorship
- Opportunity to do a joint interview

#### Library DIGITAL PROMOTION

- Name, logo and link on the library's annual donor list
- Sponsor appreciation on digital displays in the library
- Your profile shared on the Library's social channels in **4** exclusive posts per year
- Logo at the bottom of monthly newsletters

#### Library THANK YOU

- Invitation to a special Sponsor only event
- Invitation to attend early VIP pass for events
- Thank you in PML Annual report
- Thank you in Conway Sun

# Pope Memorial Library

## Sponsorship Benefits



### SUSTAINER

Presenting our special events, library events, and programs.  
**\$15,000/yr**

#### Library SPECIAL EVENTS

Prominent sponsorship recognized in all materials as  
**Sustaining Sponsor.**

- Event web page
- Social media
- Save the date, invitation and all email communications
- Posters and flyers
- Space for a table at special events
- **3** event tickets/per event and VIP area when applicable

#### Library NOTABLE PROGRAMS

- Recognized as a **Sustaining Sponsor** for library events

#### Library ONGOING PROGRAMS

- Recognized as a **Sustaining Sponsor** of all library programs

#### Library COMMUNITY RELATIONS

- Listed as a **Sustaining Sponsor** in all special event advertising
- Opportunity to do a joint press release on sponsorship

#### Library DIGITAL PROMOTION

- Name, logo and link on the library's annual donor list
- Sponsor appreciation on digital displays in the library
- Your profile shared on the Library's social channels in **2** exclusive posts per year
- Logo at the bottom of monthly newsletters

#### Library THANK YOU

- Invitation to a special Sponsor only event
- Invitation to attend early VIP pass for events
- Thank you in PML Annual report
- Thank you in Conway Sun



# Pope Memorial Library

## Sponsorship Benefits



### CHAMPION

Presenting our special events, library events, and programs.

**\$10,000/yr**

#### Library SPECIAL EVENTS

Sponsorship recognized in all materials as **Champion Sponsor**

- Event web page
- Social media
- Save the date, invitation and all email communications posters and flyers
- Posters and flyers in the library and throughout the community
- Space for a banner at special events
- 2 event tickets/per event and VIP area/entrance when applicable

#### Library NOTABLE PROGRAMS

- Recognized as a **Champion Sponsor** for library events

#### Library ONGOING PROGRAMS

- Recognized as a **Champion Sponsor** of all library programs

#### Library COMMUNITY RELATIONS

- Listed as a **Champion Sponsor** in all special event advertising

#### Library DIGITAL PROMOTION

- Name and logo on the library's annual donor list
- Sponsor appreciation on digital displays in the library
- Your profile shared on the Library's social channels in 1 exclusive post per year

#### Library THANK YOU

- Invitation to a special Sponsor only event
- Invitation to attend early VIP pass for events
- Thank you in PML Annual report
- Thank you in Conway Sun

# Pope Memorial Library

## Sponsorship Benefits



### **SUPPORTER**

Supporting our special events, library events, and programs.  
**\$5,000/yr**

#### Library SPECIAL EVENTS

Sponsorship recognized in all materials as **Supporting Sponsor**

- Event web page
- Social media
- Save the date, invitation and all email communications
- Posters and flyers
- 1 event ticket/per event and VIP area when applicable

#### Library NOTABLE PROGRAMS

- Recognized as a **Supporting Sponsor** for library events

#### Library ONGOING PROGRAMS

- Recognized as a **Supporting Sponsor** of all library programs

#### Library COMMUNITY RELATIONS

- Listed as a **Supporting Sponsor** in all special event advertising

#### Library DIGITAL PROMOTION

- Name and small logo on the library's annual donor list
- Sponsor appreciation on digital displays in the library

#### Library THANK YOU

- Invitation to a special Sponsor only event
- Thank you in PML Annual report
- Thank you in Conway Sun

# Pope Memorial Library

## Sponsorship Benefits



### COMMUNITY BUILDER

Supporting our library events, and programs.  
**\$2,500/yr**

Library  
NOTABLE PROGRAMS

- Recognized as a **Community Builder** for library events

Library  
ONGOING PROGRAMS

- Recognized as a **Community Builder** of all library programs

Library  
DIGITAL PROMOTION

- Name and small logo on the library's annual donor list
- Sponsor appreciation on digital displays in the library

Library  
THANK YOU

- Invitation to a special Sponsor only event
- Thank you in PML Annual report



### FRIEND

Supporting our library programs.  
**\$1,000/yr**

Library  
ONGOING PROGRAMS

- Recognized as a **Friend** of all library programs

Library  
DIGITAL PROMOTION

- Name on the library's annual donor list

Library  
THANK YOU

- Invitation to a special Sponsor only event
- Thank you in PML Annual report

# Pope Memorial Library

## Join Us



### Support Pope Memorial Library, the community hub of the MWV

Thank you for considering Pope Memorial Library's annual sponsorship in support of the library and our events and programs. **As a 100% privately funded library**, we do not regularly receive town, state or federal government funding and therefore depend on your generous donations to ensure that the library remains free and open to the public for future generations. As a 501(c)(3) nonprofit organization, sustainability is key to our mission, and we are mindful stewards of our financial and physical resources.

From small weekly groups to large special events, we have made great use of our beautiful space. The Pope Memorial Library has truly become the hub envisioned by its founders, and we continue to evolve and grow to meet the changing needs of our members and community.

### Let's Talk

We would love to speak with you, understand your interests and needs for sponsorship, and discuss how we can best partner with you. Please contact us, and we will set up a call or meeting right away.

#### Contact us at

[sponsorship@popelibrarynh.org](mailto:sponsorship@popelibrarynh.org)  
+1 (603) 356-2961

#### Learn more on our website

[www.popelibrarynh.org](http://www.popelibrarynh.org)



**Pope Memorial Library**  
2719 White Mountain Highway  
PO Box 409  
North Conway, NH 03860