



LONDON

CALLING

OSTERHOUT GALA 2021



Osterhout
Free Library



71 S. Franklin Street
Wilkes-Barre, PA 18701
www.osterhout.info

Dear Friend of the Library:

While this past year has been one of unprecedented challenges for everyone, the Osterhout Free Library has maintained its position as a stable and valued institution in our community. As we continue the phase of recovery and re-opening from the Covid-19 Pandemic, the Osterhout has shown its resilience and reliability. As it has for the past 132 years, the Osterhout Free Library has adapted to challenging times and has modified and maintained its service to our community. In fact, the Osterhout Free Library was named the **Greater Wyoming Valley Chamber of Commerce's Charitable Organization of the Year for 2020.**

Last year's modified gala event and annual campaign **helped raise over \$125,000** for the Osterhout to support programs and purchase materials for the library. These funds were truly essential, as the pandemic forced the cancellation of several major library fundraising events.

On Friday, September 10, we will host the Osterhout's "**LONDON CALLING**" **GALA & AUCTION**. We are cautiously optimistic that we will be able to celebrate in person together. However, we will also host an online auction, virtual program, cash raffle and take-away dinner components of the event. Highlighting our event will be our Evergreen Honorees, Barbara Maculloch and Barbara O'Donnell. We are also grateful to the Borland Family—Ruth, Kim, Sarah and Joe, for leading the Annual Campaign for a second year.

We hope that you will consider a sponsorship of a library collection, program or resource to ensure the continuity of our services to our patrons. Many of our patrons utilize the online services provided, such as e-books and e-audiobooks. However, generations of children have learned a love of reading and learning through the many children's programs; many adults rely on the computer workstations to search for employment or to stay connected with family and friends from afar. School-age children depend on the services of the Osterhout for homework or research assistance and free WiFi access. Numerous adults and senior citizens enjoy the benefits of intellectual stimulation, conversation and companionship via the adult programs throughout the year.

Please review the sponsorship levels and benefits included here. We hope you can support us in some way. If you should have any questions or concerns, please contact **Amber Loomis, Director of Development at 570.823.0156 x 218 or aloomis@luzernelibraries.org.**

Respectfully yours,

Molly Hoegen
Gala Chair

Lissa Bryan-Smith
Auction Chair

Traci Cross
Trip Raffle Sales Chair

Lindsay Griffin
Sponsorship Chair

Pamela Lacroix
Creative + Marketing Chair

LONDON BRIDGE

\$15,000

Osterhout Popular Book Collection Sponsor: Each year the library adds thousands of new bestselling and high-interest books. These print titles are borrowed over one hundred thousand times and shared throughout Luzerne County.

- *Each book is labeled with the name and/or logo of the sponsor.*
- *The new book display has prominent signage recognizing sponsorship.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Twenty (20) tickets for the gala.*

PADDINGTON

\$10,000

Children's New Book Collection Sponsor: Parents, children, educators, and caregivers borrow more than 25,000 books each year, many from the new book display.

- *Each book is labeled with the name and/or logo of the sponsor.*
- *The new book display has prominent signage recognizing sponsorship.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Ten (10) tickets for the gala.*

VICTORIA

\$7,500

Newspapers.com Database Sponsor: A popular library database that allows users to view hundreds of national and international periodicals. This was accessed over 1,500 times in 2019.

- *The library website portal to newspapers.com will identify sponsorship with the name.*
- *All publicity will indicate support for the database comes from the sponsor.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Eight (8) tickets for the gala.*

WESTMINSTER

\$7,500

New Audio/Visual Collection Sponsor: Library users borrow nearly 30,000 new audio books and video programs each year.

- *New audio/visual item is labeled with the name and/or logo of the sponsor.*
- *The display of new items will have prominent signage recognizing sponsorship.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Eight (8) tickets for the gala.*

QUEEN'S PARK

\$7,500

Raffle Ticket Sponsor: Raffle tickets will be sold for a \$5,000 Cash Prize.

- *Name and/or logo printed on 1,500 Raffle Tickets & 100 posters.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Eight (8) tickets for the gala.*

BOND STREET

\$5,000

Young Adult New Book Collection Sponsor: Each year, the library adds several hundred books that are written for teens and young adults. These books are borrowed thousands of times per year and new books are prominently displayed.

- *The display of new young adult books will have prominent sponsorship recognition.*
- *Our Young Adult webpage will include sponsor recognition.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Six (6) tickets for the gala.*

WATERLOO

\$5,000

Great Room Sponsor: The Osterhout Free Library's majestic Great Room welcomes over 125,000 visitors each year.

- *The name and/or logo of the sponsor will prominently welcome library visitors.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Six (6) tickets for the gala.*

OXFORD CIRCUS

\$5,000

Language Database Sponsor: The *Mango* language database is used by students and adults of all ages to learn foreign languages through proven teaching methods. There were over 1,000 sessions held last year.

- *Access to the database will include notice of sponsorship on the library website.*
- *Sponsor name/logo will appear in all publicity for the database.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Six (6) tickets for the gala.*

KENSINGTON

\$4,000

Preschool and School Outreach Programs: Our librarians visit children weekly at their schools to share library skills.

Additionally, in 2019, nearly 21,000 children attended 1,222 programs that were designed to inspire a love of reading and learning.

- *The name of the sponsor will appear in all publicity for the programs.*
- *Sponsor information will be shared on the library program webpage.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Six (6) tickets for the gala.*

COVENT GARDEN

\$3,500

Reading Room Sponsor: The stately reading room welcomes thousands of visitors each year. In addition to housing the newspaper and magazine collection, this room hosts weekly movie matinees, a variety of programs, and tables for individual and group study.

- *Library patrons will be greeted by prominent sponsor signage at the entrances to the reading room.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

KNIGHTSBRIDGE *(Sponsorships available for each branch)*

\$3,500

Osterhout Branch Sponsors: In addition to the central library, located in Downtown Wilkes-Barre, there are three branches of the Osterhout Free Library. Together, these branches lend over 20,000 items per year. The branches are visited by library users that number in the tens of thousands. The branch librarians offer reading programs, computer and internet access, and many of the services available at the central library. Sponsors may choose to support our three branches: North Branch, Plains Branch, or South Branch.

- *Library patrons will be greeted by prominent sponsor signage at the building entrance.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

KING'S CROSS

\$3,500

Creative Bug Database Sponsor: An exciting new database for the increasingly popular DIY craft population.

Ideas and instructions for all types of artistic and handicraft activities.

- *Access through the library website will prominently identify Creative Bug sponsorship.*
- *The sponsor name will appear in all publicity for the database.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

ABBEY ROAD

\$3,000

Children's Community Outreach Programs: Special visits to capture the interest and attention of children and share library services at events such as Fine Arts Fiesta, Wilkes-Barre Farmers Market, Chalk Fest, and more. Additionally, in 2019, nearly 21,000 children attended 1,222 programs that were designed to inspire a love of reading and learning.

- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

PICCADILLY CIRCUS

\$2,500

Library Card Sponsor: At the end of 2019, the Osterhout Free Library had 126,802 library card holders. These cards can be used at all Luzerne County Libraries. New cards will be issued with protective covers.

- *Protective covers will show the name and/or logo of the sponsor.*
- *Library Card registration page on the website will include sponsorship recognition.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

CHARING CROSS

\$2,500

Library Bookmarks Sponsor: Each year, the library distributes 10,000 bookmarks.

Library staff create special designs to commemorate library programs and milestones.

- *The sponsor name and/or logo will appear on all library bookmarks for a year.*
- *Bookmark holders will include sponsor signage.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

EARL'S COURT

\$2,500

Public Computer Workstations Sponsor: The Library and its three branches offer 31 computers for general public access.

These were utilized 19,276 times in 2019.

- *Signage at each workstation will identify the name and/or logo of the sponsor.*
- *All publicity regarding public computer workstations will identify sponsorship.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

HAMMERSMITH

\$2,500

Computer Lab Programs Sponsor: Three days each week, programs are held in the library's computer lab.

These include classes on specific technology topics and drop-in technology help.

- *Signage on Computer Lab door will display name and/or logo of the sponsor.*
- *Promotion of the technology classes will identify sponsorship.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

GREEN PARK *(Multiple sponsorships available)*

\$2,000

Children's Programs: In 2019, nearly 21,000 children attended 1,222 programs that were designed to inspire a love of reading and learning. Individual programs that may be sponsored include:

1. Baby Lapsit Storytimes

Babies and their adult companions learn to enjoy books together. This program runs quarterly throughout the year.

2. Books & Babies Sponsor

An hour of learning play & socialization with circle time at the end. This program runs quarterly throughout the year.

3. Toddler Times Sponsor

Young children explore the children's library and librarians share stories. This program runs quarterly throughout the year.

4. Preschool Storytimes Sponsor

Traditional story programs that share the joy of reading with children. This program runs quarterly throughout the year.

5. Laptotts Sponsor

Young Children and their caregivers learn to use computers for fun and learning. This program runs quarterly throughout the year.

- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Four (4) tickets for the gala.*

HEATHROW *(Multiple sponsorships available)*

\$1,500

1. Read to a Dog Program Sponsor

School age children practice their reading skills by reading to therapy dogs.

2. Summer Reading Sponsor

School age children continue reading all summer to maintain their skills.

A fun way to incentivize children to keep reading during the summer.

- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Two (2) tickets for the gala.*

HYDE PARK CORNER

\$1,500

Friday Movie Matinee Sponsor: Every Friday visitors enjoy a classic movie based on monthly themes.

The sponsor of Friday Movie Matinees will be identified with prominent signage.

- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Two (2) tickets for the gala.*

CANARY WHARF

\$1,500

Young Adult Computer Sponsor: Computers for middle and high school students are used over 1,000 times each year.

- *The sponsor of Young Adult computers will be identified with prominent signage.*
- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*
- *Two (2) tickets for the gala.*

NOTTING HILL GATE *(Multiple sponsorships available)* **\$1,000**

STEM and STEAM Programs: Children learn to code, build robots, and embrace new ideas. These are quarterly programs.

- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*

WIMBLEDON *(Multiple sponsorships available)* **\$1,000**

Adult Programs Sponsor: The library held 201 programs for adults in 2019.

More than 2,000 people attended these programs that provided social and life enriching opportunities. These include:

1. Socrates Cafe Sponsor

A discussion group of philosophy and current events.

2. Franklin Street Sleuths Sponsor

A monthly mystery book discussion club.

3. Adult Reading Club

A fun self-paced reading group that promotes reading for all ages.

4. One More Row

A Knit and Crochet group that brings together youth and adults.

5. DIY Club

A monthly make and take craft club that is run by library staff and always filled to capacity.

- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*

MARBLE ARCH *(Multiple sponsorships available)* **\$750**

Hotspots: COVID-19 has increased the need for libraries to provide more technology solutions. Students and employees have moved to an online environment to find new jobs and complete school work. These devices have unlimited internet access and can create a Wi-Fi hotspot for up to 8 additional devices.

- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*

LIVERPOOL STREET *(Multiple sponsorships available)* **\$500**

1. Support a Shelf Sponsor: This level sponsors a shelf of books within a designated collection.

2. Local History Case Sponsor: This level sponsors a display case of local history artifacts.

- *The name/logo of the sponsor will be identified on the designated bookshelf.*
- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*

TOTTENHAM COURT *(Multiple sponsorships available)* **\$500**

1. Winter Reading Club Sponsor

School age children continue reading through the winter to maintain their skills. A fun way to incentivize children to keep reading during the school year.

2. Children's Monthly Special Events Sponsor

Monthly special events for children include holiday celebrations, Star Wars Day, Batman Day, Block Party themes and more.

- *The sponsor name will appear in all publicity for the programs.*
- *Name on all event promotions including online auction, e-blasts, social media and website.*



SPONSORSHIP COMMITMENT FORM

Make checks payable to the Osterhout Free Library.
Please send this completed form along with your check to:

Osterhout Free Library
Attn: London Calling
71 S. Franklin Street
Wilkes-Barre, PA 18701

Contact Name: _____
Company Name: _____
Address: _____
City/State/Zip: _____
Phone Number: _____
Email Address: _____

Name of Company/Contributor (as it should appear in promotional materials).
Please PRINT clearly on line below.

SPONSORSHIP LEVEL:

value: \$

(please identify which level you are supporting)

For more information about any sponsorship opportunity, contact Amber Loomis, Director of Development at 570.823.0156 x 218 or aloomis@luzernelibraries.org.

** If you choose not to be recognized for your gift, please make a note of that in your correspondence.
Your contribution is tax deductible to the fullest extent of the law, as no goods or services were provided in exchange for your gift.
The tax deduction is limited to the excess of the contribution over the fair market value of any items received in exchange for the donation.*