



Sponsorship and Fundraising

A city cannot be great without a great library. The mission of the Huntsville Library Foundation is to advocate for the Library and to acquire resources that enhance the Library's value to the community. With your help, we can keep Huntsville-Madison County Public Library (HMCPL) in step with 21st-century library concepts that provide the best resources and opportunities for our citizens to excel.

Specific Needs

These are key library programs that are free to the public, but clearly need funds to operate effectively and efficiently.

Digital Media Zone: \$60,000

The Digital Media Zone provides users with access to downloadable books, videos, and music online 24/7. Library patrons are able to checkout and download materials to their computer, burn to a CD, or transfer items to their portable devices.



Summer Reading Program: \$25,000

On Your Mark, Get Set, READ! Last year, over 30,000 children and teens participated in the HMCPL summer reading program, and we are gearing up for more summer reading fun this year. Free for all families, this high-impact resource helps prevent the "summer slide," while educating and entertaining all ages.



Ready Reader: \$5,000

The Ready Reader program impacts the lives of over 1200 children. Each month, Ready Reader visits 68 Title 1 Pre-K, head start, first class Pre-K, and kid skills classrooms across Huntsville, Madison, and Madison County. Teachers in these classrooms are loaned a variety of books and materials to help supplement instruction. Librarians from the Extension and Outreach Department and HMCPL provide these preschoolers with enriching storytimes that focus on developing the six preliteracy skills: oral language, print awareness, phonemic awareness, vocabulary, print motivation and narrative skills. Strength in these areas will help lay the foundation for future academic success and foster a lifelong love of learning.



BookMobile: \$25,000

The BookMobile is almost ready to make its appearance in the Tennessee Valley. Before hitting the road, it is necessary to ensure that the collection reflects the needs of the communities where it will travel. Purchasing that collection will require an initial investment of at least \$25,000 with ongoing financial support being necessary for periodic collection updates, and other cool items. The BookMobile will also be present at outdoor events, rallies, and festivals.



Specific Sponsorship Programs/Opportunities

This is a list of sponsorship opportunities that provide the Foundation with a basis to support the key programs listed on the reverse side and other internal library grants that may be presented by a branch. These are ideal for a business or corporate sponsor in providing maximum exposure and public relations/market-ing possibilities.

Community Conversations: \$2,500/event

Community Conversations is a quarterly series presented by the Huntsville Library Foundation to raise money for HMCPL by bringing in authors to discuss their books and their writing process. These events are held in locations around Madison County to bring awareness to the Foundation's efforts to support the Library's programs and services. The Foundation's goal for each event is to raise \$3,000 in ticket sales.



BookBike: \$2,500

The BookBike is a cool and unique marketing opportunity for the library. It is typically used for parades, street festivals, special events, art walks, expos, and food truck rallies. In 2015, the BookBike was present at over 44 events, featured on several news stations, and in communities throughout Huntsville and Madison County.



NerdCon: \$7,500 – \$10,000

Rocket City NerdCon is a fan convention for nerds! It exists as a place where anyone can come and share, show off, and discover all the ways you can enjoy your inner fanatic. From TV shows to movies, comic books to classic literature, cosplay to coin collecting, if you "geek out" about it, Rocket City NerdCon wants to celebrate it. Over 500 attendees enjoyed the many vendors presented during the weekend of NerdCon.



Vive le Livre: "Long Live the Book"

Vive Le Livre is an annual Library gala that provides an opportunity for the audience to hear from nationally renowned authors. It's the biggest fundraiser for the library and sponsorship opportunities are available.

