



# 2023 Partnership Impact

September 22, 2023  
Michael E. Busch Annapolis Library

*For the Love of the Library* highlights the importance of all 16 branches of the library and the critical need for both public and private funding.



Since 2014, *For the Love of the Library* has raised over \$450,000 to support the Anne Arundel County Public Library by:

- enhancing early literacy programs
- creating collaborative spaces
- connecting residents to technology
- fostering community engagement
- ensuring school readiness

Donations have funded projects and materials for the library, including:

- Educational **Playaway Launchpads** Wi-Fi enabled tablets
- **VOX Books** with integrated audio to develop strong readers
- **STEM Kits** to encourage science, math, and cognitive thinking skills





# 2023 Partnership Marketing

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- 345,535 cardholders, 58% of county residents
- 1.15 million branch visits annually
- 2 million website visits annually
- 304,000+ email recipients



- 16,105 Facebook Followers
- 6,992 Twitter Followers
- 5,355 Instagram Followers
- 6,220 TikTok Followers

*Library Happenings!* is AACPL's quarterly magazine.

- Tens of thousands of copies are distributed to 16 branches and select locations.
- An interactive digital version is available on the website and emailed to users.





# 2023 Partnership Agreement

September 22, 2023

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## Partner Levels

- \$10,000 **Platinum**
- \$5,000 **Gold**
- \$2,500 **Silver**
- \$1,000 **Bronze**

Additional questions? Interested in a **customizable package** to meet your marketing needs?

Contact Cathleen Sparrow, Executive Director  
(410) 222-2509 | [csparrow@aacpl.net](mailto:csparrow@aacpl.net).

Please make check payable to **AACPL Foundation** and return with completed form to:

**AACPL Foundation, 5 Harry S. Truman Parkway,  
Annapolis, MD 21401**

The Anne Arundel County Public Library Foundation is a charitable organization under section 501(c) (3) of the Internal Revenue Code. Our Tax ID number is 20-5804064.

Partnership Benefits	Platinum	Gold	Silver	Bronze
Naming opportunity at favorite branch	Yes	Yes		
Partnership spotlight in <i>Happenings!</i>	Yes	Yes		
Recognition at all 16 branches	Yes	Yes		
Logo on the invite	Yes	Yes		
Website and social media advertisement	Logo	Logo	Name	
Digital signage at the event	Logo	Logo	Name	
Recognition in event program	Logo	Logo	Name	Name
Tickets to <i>For the Love of the Library</i> and pre-party partner social	10	8	6	4
<i>Library Happenings!</i> Ad	Logo	Logo	Name	Name