



# 2022 Partnership Impact

September 30, 2022

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 \$350,000 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.





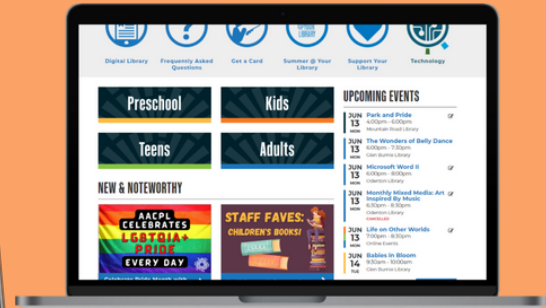


# 2022 Partnership Marketing

September 30, 2022

Michael E. Busch Annapolis Library

- 314,500 cardholders, 53% of county residents.
- 301,000+ branch visits annually.
- 2 million website visits annually.
- 170,000+ email recipients.



- 16,105 Facebook Followers
- 7,133 Twitter Followers
- 4,727 Instagram Followers

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

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





# 2022 Partnership Agreement

September 30, 2022

Michael E. Busch Annapolis Library

## 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 **Gina Grove**, Development Coordinator  
(410) 222-1573 | [ggrove@aacpl.net](mailto:ggrove@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			
Partnership spotlight in <i>Happenings!</i>	Yes	Yes		
Recognition at all 16 branches	Yes	Yes		
Logo on the invite	Yes	Yes		
Read Between the Wines Recognition	Yes	Yes	Yes	
Tickets to <i>Read Between the Wines</i>	4	3	2	
Recognition in event program	Logo	Logo	Name	Name
Digital signage at the event	Logo	Logo	Name	Name
Website and social media advertisement	Logo	Logo	Name	Name
Tickets to <i>For the Love of the Library</i>	8	6	4	2
<i>Library Happenings!</i> and Capital Ad	Logo	Logo	Name	Name