



CHARLESTON
FRIENDS
of the Library

68 Calhoun Street
Charleston, SC 29401
(843) 805-6882
CharlestonLibraryFriends.org

That BIG Book Sale Sponsor/Partner Opportunity: May 19-22, 2022

Dear Community Partners,

WHO WE ARE: Charleston Friends of the Library (CFOL) is a volunteer 501(c)(3) nonprofit organization providing critical support across the Charleston County Public Library system for **40 years!**

WHAT WE DO: CFOL funds over **7,000 free & innovative programs with more than 100,000 participants** in libraries and virtually across Charleston County each year. Examples of programs we support include the annual summer reading program, movie screenings, author lectures and book signings, computer classes, STEM learning activities for children, and CCPL staff development/training...just to name a few!!

Our major fundraiser is the annual **That BIG Book Sale**, held at Omar Shrine Auditorium. This huge four-day sale is in its **40th year** and features more than **60,000** “gently used” books, art prints, and odds and ends—all **donated by our community residents**. Our annual **That BIG Book Sale** event reaches more than **10,000** of our social media followers as well as the **200,000** library users county wide. Last year more than **4,000** people safely attended and we raised more than **\$95,000** in gross proceeds. This year our members only preview begins on Thursday May 19th with sales to the public starting on Friday May 20th thru Sunday May 22nd.

WHY SPONSOR: Being a **BIG Book Sale SPONSOR/PARTNER** shows support for our community while growing your business through increased awareness and promotional opportunities – it’s cost effective **AND tax deductible!** Details of the various sponsorship levels are attached.

WHERE YOUR SUPPORT GOES: Your support helps CFOL cover facility rental, logistics to transport materials, chairs/tables/signage, insurance, paid staffing (security etc.) for the event as well as feeding our **350 volunteers** over the 4 days. Your support also allows us to keep prices low so that households can afford more! While we strive to keep costs to a minimum, last year’s expenses accounted for more than 20% of our revenue. While CFOL can generously support the Charleston County Public Library, your support enables us to provide more and better programs for our community.

Thank you for helping us continue to provide critical support to the Charleston County Public Library by becoming a community partner to keep That BIG Book Sale a success.

Sincerely,

Nulani Bennett, Operations Manager
Charleston Friends of the Library

2022 Corporate Sponsorship Opportunities That BIG Book Sale!

Sponsor/Partner Opportunities

Sponsors will receive recognition in advertising on our website and on posters, flyers, and signs which are distributed to all 18 CCPL branches and throughout the community. The list below describes the sponsorship opportunities and the recognition provided at each level.

BRONZE \$250 (\$500 in-kind donation)

- Company logo featured on Charleston Friends of the Library (CFOL) website with hyperlink to sponsor's homepage starting April 1, 2022 good for one year.
- Your name/logo on event signage during the four-day event
- Inclusion in That BIG Book Sale communications with members

SILVER \$500 (\$750 in-kind donation)

- All promotional items above, PLUS:
- Company logo featured on CFOL Facebook page with hyperlink starting April 1, 2022
- Six social media posts within a 12-month period, with hyperlink starting April 1, 2022
- Mention in all That BIG Book Sale Press Releases sent out nationally
- \$25 in coupons for That BIG Book Sale
- Four complimentary passes to the exclusive Member Event on Thursday, May 19th

GOLD \$1,000 (\$1,500 in-kind donation)

- All promotional items above, PLUS:
- The opportunity to place your own posters/signs at the Omar Shrine Auditorium, with prior approval from CFOL
- Top level sponsor name/logo on all event promotional items
- Sponsor name/logo on event map given to thousands of shoppers
- \$50 in coupons for That BIG Book Sale
- Six complimentary passes to the exclusive Member Event on Thursday, May 19th

PLATINUM \$2,500 and above (\$3,000 in-kind donation)

- All promotional items above, PLUS:
- Dedicated individual promotions on all social media platforms
- Company name/logo featured in all print and digital advertisements
- A promotional item from your company to be placed in every patron's bag at check out
- Public introduction at the Member Event as a Platinum Sponsor
- \$100 in coupons for That BIG Book Sale
- Eight complimentary passes to the exclusive Member Event on Thursday, May 19th
- Sponsorship of designated areas of the sale: "The (NAME OF SPONSOR) Children's Corner".

Money isn't the only way you can support the Friends.

What are in-kind donations?

In-kind donations are donations of goods and services rather than money (cash).

What type of in-kind donations do the Friends need for That BIG Book Sale?

Our wish list includes, but is not limited to:

- Advertising in local publications

- Lunch for approximately 100 volunteers on set-up day

- Snacks & beverages for 350 volunteers during the sale

- Food and beverages for our Thursday evening Member Event

How else can you help? Volunteer!

Does your business have an **employee volunteer program**? We are always looking for new and energized people to volunteer their time in a variety of different ways for the Friends. Email **Director@CharlestonLibraryFriends.org** to receive more information. Shifts for That BIG Book Sale start at just 2 hours of your time!