

OCT
23
2020

LIT GALA

CALGARY PUBLIC LIBRARY FOUNDATION
CENTRAL LIBRARY | LITGALA.CA



In 2018, the Lit Gala unveiled the award-winning new Central Library with a high-energy experience that ushered in the light of knowledge and raised more than \$750,000 in support of a Spotlight Speaker Series at the Calgary Public Library.

It was supposed to be a once-in-a-lifetime event.

But you asked for more.

ON FRIDAY, OCTOBER 23, 2020
FIND OUT WHAT HAPPENS
WHEN WE THROW A
ONCE-IN-A-LIFETIME EVENT.

AGAIN.



“CAN A LIBRARY CHANGE THE FACE OF A NEIGHBORHOOD? AN ENTIRE CITY? THAT SEEMS TO BE THE CHALLENGE TAKEN UP BY THE CALGARY CENTRAL LIBRARY, A STUNNING BUILDING AT THE GATEWAY TO THE CITY’S DEVELOPING EAST VILLAGE NEIGHBORHOOD.”

— THE NEW YORK TIMES

As the Lit Gala’s **Presenting Sponsor**, you will stand out as a leader of cultural and social evolution in our community. You will be highlighted throughout the Central Library, illustrating to all attendees and your guests your commitment to the Library and our city.

16 Lit Gala tickets

Exclusive “Spotlight Experience”:

Title sponsor naming of the Central Library Spotlight Speaker Series for one year

Corporate brand immersion on Level 1, including grand entrance

Speaking opportunity at the gala

Opportunity to host a private event in the Patricia A. Whalen Performance Hall at Central Library

Prominent brand and/or logo presence on all media and marketing materials, including:

Event website

Promoted social media content

On-site event signage

Gala tickets

Thank you ad

Digital ad on Library TV ad in 21 locations for up to 2 weeks with 280,000 impressions



PRESENTING SPONSOR
\$100K

“CALGARY’S NEWEST SHOWPIECE BUILDING IS BOTH INTENSELY LOCAL IN LOOK AND FEEL AND UNIVERSAL IN SCOPE. IN THIS SENSE, IT SERVES AS A MODEL NOT JUST FOR LIBRARIES, BUT FOR ANY TYPE OF GATHERING SPACE.”

— AZURE MAGAZINE

As a **Floor Sponsor**, you will help provide guests with an experience they won’t soon forget. Your brand will be splashed across a floor of the award-winning Central Library.

10 Lit Gala tickets

Custom branding and on-site signage on your selected floor of the Central Library

Level 2 – featuring Adult Fiction & Children’s Library

Level 3 – featuring Digital Entertainment, Teen Hub & Idea Lab

Brand presence on select media and marketing materials, including:

Event website

Thank you ad

Select social media content

Digital ad on Library TV ad in 21 locations for up to 2 weeks with 280,000 impressions



FLOOR SPONSORS (X 2)
\$50K

“THE NEW CENTRAL LIBRARY QUICKLY BECAME A REALLY IMPORTANT PIECE OF SOCIAL INFRASTRUCTURE IN THE CITY. [IT HAS BECOME] A THIRD SPACE WHERE PEOPLE CAN HAVE ENRICHING EXPERIENCES.”

— MARK ASBERG

Our city’s arts and cultural scene is gaining notoriety around the world. As a **Feature Performance Sponsor**, you will showcase local talent and align your organization with the Library.

8 Lit Gala tickets

One branded feature stage at the Lit Gala. Available spaces may include:

Mom’s Stairway (Level 1M)

East Village Lookout (Level 3)

Brand presence on select media and marketing materials, including:

Event website

Thank you ad

Select social media content

Digital ad on Library TV ad in 21 locations for up to 2 weeks with 280,000 impressions



FEATURE PERFORMANCE SPONSOR
\$25K

**“THE LIT GALA TOOK THE CITY BY STORM
AND DELIVERED ON ITS PROMISE OF A
HIGH-ENERGY EXPERIENCE USHERING IN
THE LIGHT OF KNOWLEDGE.”**

— BILL BROOKS

Flaunt your name or logo at the city’s hottest gala.
You won’t want to delay getting your **Cocktail Ticket
Package**—the best spots will go to the first purchasers.

8 Lit Gala tickets

Logo or Name recognition on a cocktail table at the Lit Gala

Recognition in a thank you ad



COCKTAIL TICKET PACKAGE

\$8K

TO BECOME A 2020 LIT GALA
SPONSOR OR FOR SPONSORSHIP
INQUIRIES, PLEASE CONTACT:

TRACY JOHNSON

Chief Executive Officer

P 403 221 2008 E tracy@libraryfoundation.ca

CALGARY PUBLIC LIBRARY FOUNDATION

Central Library 800 3 Street SE Calgary, AB T2G 2E7

P 403 221 2002 E info@libraryfoundation.ca

libraryfoundation.ca

Charitable Registration #87292 3537 RR0001



CALGARY
PUBLIC LIBRARY
FOUNDATION