

OCT
21
2023

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 SATURDAY, OCTOBER 21, 2023
FIND OUT WHAT HAPPENS
WHEN WE THROW A
ONCE-IN-A-LIFETIME EVENT.

AGAIN.

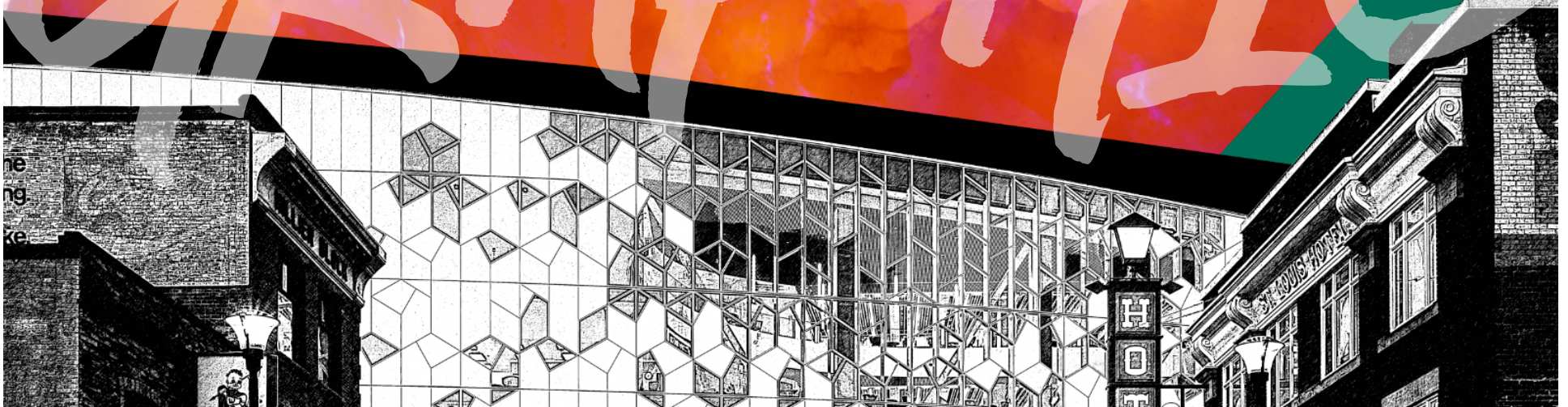
LIT IS LIGHT, LITERATURE, LITERACY. Luminous energy, Illuminating from within, transforming our perspectives.

#LitGala2023 is inspired by the world of the graphic novel: A vibrant palette of expression. A constant dialogue of images, thoughts, and voices. Larger-than-life figures performing awe-inspiring feats. Dreams that come alive in rich, full detail. Stories that show as much as they tell.

Join us at Lit Gala 2023 on Saturday, October 21, as we shed light on the new and the unusual with vivid clarity. Be there as we delve into a graphic experience, one celebrating dynamic and transformative storytelling, and help write the future of Calgary Public Library.

Dress up, dress down, dress to express. Let your true personality shine through. We can't wait to welcome you back to Central Library for a truly enlightening and colourful celebration.

LET THERE BE LIT!



IT'S MORE THAN A GALA

We believe Calgarians create and shape the future every day. By empowering our community to learn, to grow and to innovate, we can open the doors of the world to people all across the city. Calgary Public Library is truly world-renowned: innovation doesn't simply happen here. Rather, innovation begins at our Library—thanks to your support.

Proceeds from the 2023 Lit Gala will support free, accessible and high-quality children's programs, services and spaces at Calgary Public Library. As the children of our community grow and learn to become the leaders of tomorrow, because of you, the foundation they build on will be solid, creative and innovative.

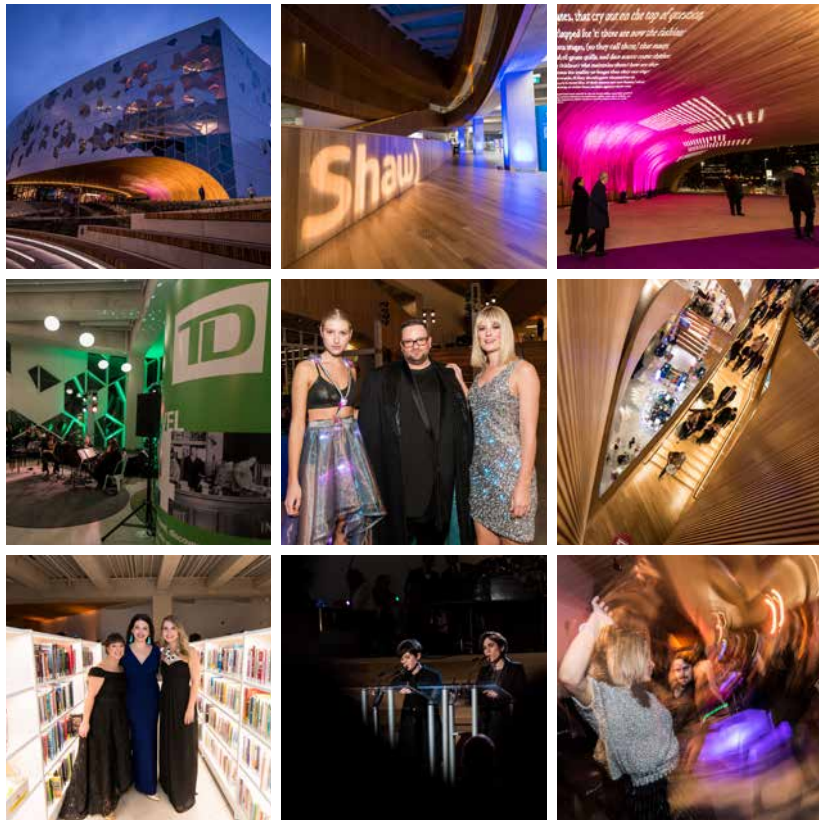
If you are unable to join us, please consider a gift in support of our community through the work of Calgary Public Library. A world-class library is a major step towards building a world-class community, one where citizens are connected to each other, to a variety of perspectives, and to the world.





“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 in 21 locations for up to one
month 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 AV & Production Studios, Teen Hub, and Digital Commons

Level 4 – featuring Calgary’s Story & Great Reading Room, and the Prow

Brand presence on select media and marketing materials, including:

Event website

Thank you ad

Select social media content

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

FLOOR SPONSORS
— \$50K —

“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

Ensure the Lit Gala achieves high-profile status across Canada through first-class marketing strategies. As the **Marketing Sponsor**, get everyone talking about the most lit event Calgary has ever seen.

8 Lit Gala tickets

On-site brand recognition, where applicable

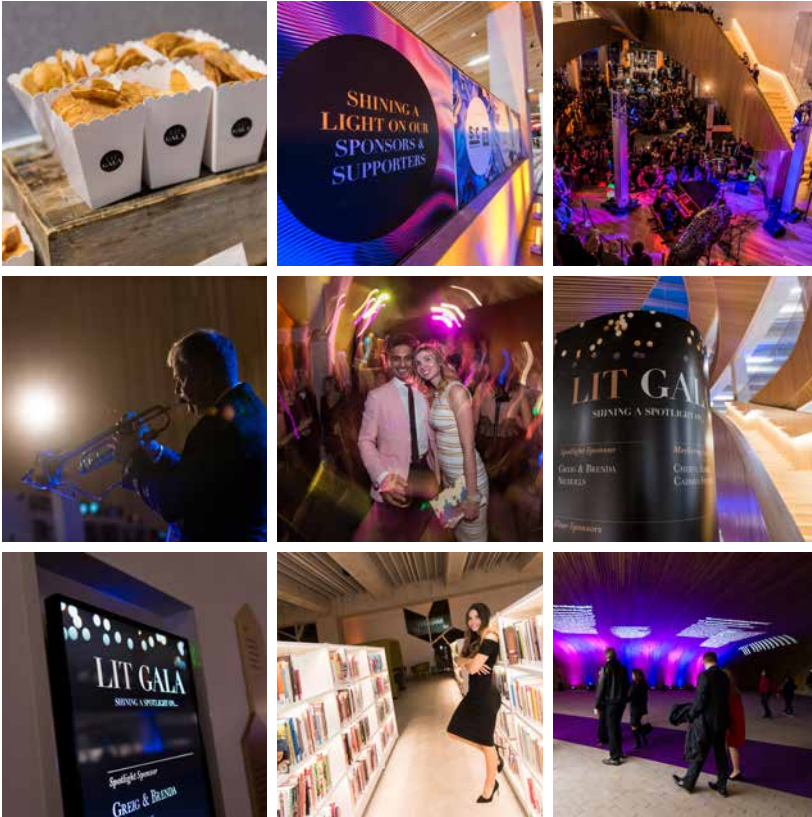
Brand presence on select media and marketing materials, including:

Event website

Thank you ad

Select social media content

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



MARKETING SPONSOR
— \$50K —

“VISITING YOUR LIBRARY AND HAVING AN ACTIVE MEMBERSHIP IS ABOUT MORE THAN JUST INCREDIBLE FREE SERVICES AND ACCESS TO MILLIONS OF RESOURCES – IT’S ALSO ABOUT SEEING YOUR CITY IN A NEW WAY AND CREATING CONNECTIONS WITHIN YOUR COMMUNITY.”

– SARAH MEILLEUR, CEO,
CALGARY PUBLIC LIBRARY

As a **Feature Space Sponsor**, create a unique experience within the Central Library. Brand a feature space as your own.

8 Lit Gala tickets

Custom branding and on-site signage on one of the four platforms within Library Express (level 1M)

Brand presence on select media and marketing materials, including:

Event website

Thank you ad

Select social media content

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



FEATURE SPACE SPONSOR (X4)

— \$30K —

“EVERY ASPECT OF LIT GALA WAS DESIGNED TO AWE AND DELIGHT; TO CHALLENGE GUESTS’ EXPECTATIONS OF WHAT A GALA WOULD BE AND INVITE THEM TO ENGAGE IN THE EXPERIENCE.”

— ONE WEST EVENTS

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.

6 Lit Gala tickets

One branded performance 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 in 21 locations for up to one month with 280,000 impressions



FEATURE PERFORMANCE SPONSOR
— \$15K —

**THE CALGARY PUBLIC LIBRARY FOUNDATION
WILL ONCE AGAIN PARTNER WITH SOME
OF THE BEST TALENT IN OUR CITY TO
FEATURE BREATHTAKING PERFORMANCES,
EXQUISITE CULINARY DELIGHTS AND
ENGAGING EXHIBITS. THIS IS A CELEBRATION
CALGARIANS WILL NOT WANT TO MISS.**

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
— \$10K —

“WE’RE ONE OF THE LARGEST LIBRARY SYSTEMS IN NORTH AMERICA, AND WE’RE PROUD OF THE IMPACT WE HAVE. OUR POWER IS THAT WE CAN REFLECT THE CITY BACK TO ITSELF.”

— MARY KAPUSTA

Align your brand with the Lit Gala by becoming a food, beverage, valet, signage, decor, floral, gift, media, or print sponsor. Enhance the gala's guest experience by partnering as an **in-kind sponsor**.

6 Lit Gala tickets

On-site brand recognition, where applicable

Brand presence on select media and marketing materials, including:

Event website

Thank you ad

Select social media content

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



IN-KIND SPONSOR
— \$30K —

TO BECOME A 2023 LIT GALA
SPONSOR OR FOR SPONSORSHIP
INQUIRIES, PLEASE CONTACT:

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