

## Restaurant Sponsorship Opportunities



An event to benefit the  
Foundation for Baltimore County Public Library



## Taste of the Town at a Glance

- WHAT:** An evening of casual fun featuring delicious local food and beverages from area restaurants and breweries at tasting stations, with live music and a silent auction to benefit the Foundation for BCPL's childhood literacy efforts.
- WHEN:** Saturday, May 14, 2016, from 7 p.m. to 11 p.m.
- WHERE:** Towson Branch of the Baltimore County Public Library  
320 York Rd., Towson, MD 21204
- EXPECTED ATTENDANCE:** 400
- COST OF TICKETS:** \$75 per person
- EXPECTED SPONSORSHIP VISIBILITY:**
- Logo/name visibility in all 19 Baltimore County Public Library branches from March through early May (1,000,000 impressions)
  - Logo/name visibility on all Baltimore County Public Library e-newsletters from January through May (600,000 impressions)
  - Name visibility in *dateLines*, Baltimore County Public Library's quarterly calendar of events and newsletter (25,000 impressions)
  - Logo/name visibility on invitations (900 impressions)
  - Logo/name visibility on social media and website

## Overview of the Taste of the Town

**Taste of the Town** is an event designed to bring people, great food and great books together. Guests enjoy complimentary beverages, as well as food from local restaurants showcasing their culinary specialties.

Enjoy live music and fabulous silent auction items, explore the Towson Branch of the Baltimore County Public Library and more!



## Demographics

- More than 350 guests and volunteers attended **Taste of the Town** 2015.
- Guests ranged from 18-80 years of age and came from all parts of Baltimore County.
- **2015 Corporate Sponsors included:**
  - 3M
  - The Baltimore Sun
  - Baker & Taylor
  - Bay Imagery
  - CCBC
  - Centric
  - Douron
  - Ellin & Tucker
  - Findaway World
  - Gala Cloths
  - John Holman, State Farm Insurance
  - Ingram Content Group
  - M&T Bank
  - Midwest Tape
  - Perry Hall Florist
  - Point Breeze Credit Union
  - Recorded Books
  - Sawmill Marketing & Public Relations
  - Umbrella Syndicate
- **2014 Restaurant Sponsors included:**
  - BB's Cafe
  - Bertucci's Italian Restaurant
  - Café Troia
  - Charles Village Pub
  - Cunningham's
  - Fazzini's Taverna
  - Jake's NY Deli
  - Joe's Crab Shack
  - La Cakerie
  - McFaul's IronHorse Tavern
  - Noodles & Co.
  - Prigel Family Creamery
  - Salsa Grill
  - Wegmans

## **Why Become a Sponsor?**

With a **Taste of the Town** restaurant sponsorship, you are reaching a high-income, clearly defined audience. You are connecting with the community in an event that will be talked about and remembered.

**Taste of the Town** is an ideal tool to complement the marketing, public relations and community service goals of your restaurant.

### **Sponsorship Objectives**

The Foundation for BCPL wants to make sure you receive the most recognition possible for your sponsorship. We will do our best to leverage your sponsorship in a manner that enhances your restaurant's brand, reputation, image and bottom-line results. We have the experience and knowledge necessary to do the job right. You can rest assured that this year's **Taste of the Town** will be well organized, publicized, attended and worth your sponsorship investment.

### **Generate Benefits**

In exchange for your restaurant sponsorship, 400 guests will have the opportunity to sample your menu and take home restaurant literature. Your sponsorship is a perfect setting in which to showcase a specialty item or launch a new culinary delight.

In addition, your restaurant will be promoted in the library's electronic newsletter (sent via email to over 100,000 people), press releases, media opportunities and over 900 printed invitations.

### **Become Involved in the Community**

The goal of **Taste of the Town** is not only to throw a great party, but to raise money for children's literacy programs and services at BCPL.

**Reach target markets.  
Increase the awareness of your restaurant.  
Build your image.  
Become a restaurant sponsor of Taste of the Town.**

## **Taste of the Town Restaurant Sponsorship Benefits**

By becoming a restaurant sponsor for the 2016 Taste of the Town, restaurants will receive:

- **Two (2) tickets to the event.**
- **Name and link in *Highlights*, BCPL's monthly electronic electronic newsletter, distributed to over 100,000 people via email – from January to May 2016.\***
- **Logo on all printed materials.**
- **Logo placement at BCPL's 19 branches in March – May 2016.**
- **Acknowledgment in *dateLines*, the library's quarterly printed calendar of events and newsletter.**
- **Logo and link on the Foundation's website.**
- **Promotion including link on social media.**
- **Logo on sponsor wall at the event.**

By becoming a restaurant sponsor for the 2016 Taste of the Town, restaurants agree to provide:

- **A minimum of two (2) food items guaranteed to serve 400 people, or enough food to last for the entire length of the event (4 hours).**
- **Confirmed menu, table requirements and other needs by March 4, 2016.**
- **Staff for the evening of the event, to arrive no later than 6 p.m. and remain until end of the event.**
- **Plates, utensils and napkins for service.**

**PLEASE NOTE:** Due to the lack of proper ventilation in the building, no food may be prepared on site via frying or sautéing.

*\*Sponsor will receive immediate monthly recognition in *Highlights* monthly e-newsletter starting with the first edition subsequent to receipt of completed sponsorship form – **this could be as early as the September 2015 edition!***

## **Overview of the Foundation for BCPL**

### **Our Mission**

The Foundation for Baltimore County Public Library mobilizes resources to support the library's commitment to a superior public library system where opportunities for literacy, reading enrichment and lifelong learning are available to all.

### **Our Objectives**

- To provide funding for projects that encourage children and young adults to cultivate a lifelong enthusiasm for reading and learning.
- To act as advocates for the library to ensure that library services continue on into the future.
- To raise funds for specific programs or projects that enhance system-wide Baltimore County Public Library goals and objectives.

### **Major Initiatives and Programs**

**STORYVILLE @ Rosedale** and **Storyville@Woodlawn** are interactive early literacy learning centers designed specifically for children ages birth to 5 and their parents and caregivers. Storyville@Rosedale opened in February 2008 on the eastside of Baltimore County and was made possible with funds raised by the Foundation for Baltimore County Public Library. It recorded over 50,000 visitors in just its first eight months of operation. Recognizing the success of Storyville@Rosedale, Baltimore County government agreed to fund a second Storyville on the westside of the county. The Foundation for BCPL also contributed funds toward the construction of this new Storyville. Both Storyvilles include developmentally appropriate books and activities for children ages birth to 5. The environments and activities in both Storyvilles are specifically designed for caregivers to help their young children enter school ready to learn. The Foundation for BCPL continues to raise funds to support ongoing maintenance, repairs and replacement costs of both Storyvilles.

**READ ROVER PLUS** supports BCPL's mission to foster a lifelong love of reading in children. This is accomplished through monthly visits to licensed day care providers. Each month, Read Rover Plus staff perform a story time and help providers check out materials. The story time programs incorporate pre-reading skills which prepare the children for entering school. Also, our storytellers model successful techniques during the programs to teach day care providers important early literacy skills that they can then share with the children and their parents. Picture books, teacher resources, easy nonfiction, concept books, CDs, DVDs and storytelling materials are all available for checkout to further support this goal.

### **Major Initiatives and Programs (Cont.)**

**MY FIRST LIBRARY CARD** is a program that provides library cards for children ages birth through kindergarten in all library branches, and through cooperation with various preschool programs and Baltimore County Public Schools. The Foundation for Baltimore County Public Library purchases backpacks that are given to children the first time they use their card.

**TEEN PROGRAMS** at BCPL are designed to engage teens with their peers and library staff while providing a safe environment for learning and socializing. Programs range from educational — including writing workshops and tutoring sessions — to entertaining, including open mic nights to video game contests.

**GENERAL LIBRARY SUPPORT** allows us to meet the library needs as they arise. These donations give the library the flexibility to respond to emerging needs that were not identified prior to the county budget process or to special opportunities that arise after the budget year begins.



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**Foundation**  
for Baltimore County Public Library

[www.foundationforbcpl.org](http://www.foundationforbcpl.org)

## **Taste of the Town Restaurant Sponsorship Form**

### **PARTICIPATING RESTAURANT AGREEMENT**

*To receive maximum publicity benefit for your sponsorship, please return agreement as soon as possible.*

RESTAURANT NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_ DAYTIME PHONE: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

**Restaurant agrees to participate in Taste of the Town at the Towson Branch of the Baltimore County Public Library on Saturday, May 14, 2016.**

SIGNATURE: \_\_\_\_\_

**Return this form to:**  
Foundation for BCPL  
Attn: Julie Saxenmeyer  
320 York Road  
Towson, MD 21204

**For Additional Information:**  
Contact: Julie Saxenmeyer  
Tel: 410-887-3282 Fax: 410-887-6103  
[www.foundationforbcpl.net](http://www.foundationforbcpl.net)  
Email: [jsaxenmeyer@bcpl.net](mailto:jsaxenmeyer@bcpl.net)

**Please provide company logo electronically in .eps or hi-res .jpg format to [jsaxenmeyer@bcpl.net](mailto:jsaxenmeyer@bcpl.net) when you return this form.**