



Photo by Dan McLaughlin.

"I caught my daughter more than once sitting on our front porch reading. When I approached her she asked how long she'd been out there. I said, '20 minutes.' She said, 'I have 10 more minutes to go.' And that explained the otherwise impossible sight of her reading on the front porch. Thank you."
-David Knott, parent

"For my 6-year-old, who is just learning to read, the program is invaluable. It motivates him to keep reading all summer long and it helps keep his skills up so that he'll be in a good place when first grade starts in September."
-China Ageros, parent

"The program continues to be an inspiration into middle school. My daughter has done Summer Reading for seven years and loves the prizes available for middle schoolers. She reads up a storm in the summer."
-Karen Howe, parent

Please Indicate Partnership Level

See **Promotion, Benefits and Guidelines** page for a complete description

Level A

☐ 7,500 to 10,000 items
(or value of \$10,000 or more)

- Logo recognition on Summer Reading game boards
- Logo recognition on Summer Reading signs and posters
- Logo recognition on Multnomah County Library website with link to your business
- Logo recognition on The Library Foundation website
- Text recognition in The Library Foundation Annual Report

Level B

☐ 2,500 to 7,499 items
(or value of \$5,000-\$9,999)

- Text recognition on Summer Reading game boards
- Text recognition on Summer Reading signs and posters
- Text recognition on Multnomah County Library website with link to your business
- Text recognition on The Library Foundation website
- Text recognition in The Library Foundation Annual Report

Level C

☐ 1,000 to 2,499 items
(or value of \$1,000-\$4,999)

- Text recognition on Multnomah County Library website with link to your business
- Text recognition on The Library Foundation website
- Text recognition in The Library Foundation Annual Report

Level D

☐ 250 to 999 items
(or value of \$250-\$999)

- Text recognition on Multnomah County Library website with link to your business
- Text recognition on The Library Foundation website

Company/Organization name (for recognition purposes) _____

Web address _____ Street address _____

City _____ State _____ Zip code _____

Phone _____

Contact name _____ Email _____

of items to be donated _____ Item description _____ Value _____

DEADLINE To receive recognition, the deadline for Levels A & B is **February 19**. The deadline for Levels C & D is **March 19**.

SUBMIT Please review the Guidelines for Donated Items before submitting the form. You can: MAIL completed form to The Library Foundation, 620 SW 5th Avenue, Suite 1025, Portland, OR 97204, FAX to 503-223-4386, or COMPLETE THE ONLINE PDF form at www.libraryfoundation.org/content.cfm/MAKE-A-GIFT/Make-A-Difference. You will receive a participation confirmation and details for submitting your donation.

CONTACT Kristin Wallace at 503-223-4009 or kristinw@libraryfoundation.org.

The Library Foundation is a nonprofit, tax-exempt organization under section 501(c)3 of the Internal Revenue Code. All contributions are tax deductible to the extent permitted by law.

Summer Reading Promotion, Benefits and Guidelines

Program Promotion and Outreach

Summer Reading receives a tremendous amount of exposure. As Multnomah County Library's single largest program, Summer Reading promotion includes transit ads, newspaper ads, mass mailings to child-friendly businesses and community organizations, and promotional mailings to every public and private elementary and middle school in Multnomah County.

- Over 500,000 collateral pieces are distributed within our 17 libraries to children and parents as well as to schools, community groups and businesses.
- 13,000 visitors to the library's website every day will see news of Summer Reading and link to the special Summer Reading webpage.
- 25,000 library fans receive the library's monthly e-newsletter, where Summer Reading will be featured in June and September.
- Newspaper and transit advertising adds millions more impressions.
- The library's website features downloadable flyers in English, Spanish and Russian.



Photo by Dan McLaughlin.

Community Partner Benefits

Summer Reading offers a variety of recognition opportunities for our community partners. Please refer to the Community Partner Form to determine which of the following benefits apply to your selected partnership level.

- Summer Reading game board—distributed to libraries and schools throughout Multnomah County, includes preschool, children's and teens' versions (distribution: 87,000).
- Summer Reading signs and posters—distributed to Multnomah County Library branches, schools, bookstores, community organizations and other outreach locations (distribution: 3,900).
- Multnomah County Library website—28,000 page views during June, July and August of the Summer Reading webpage will highlight links to community partners.
- The Library Foundation Annual Report—mailed to The Library Foundation's supporters (distribution: 12,500).
- The Library Foundation website—approximately 4,000 page views per month.

Guidelines for Donated Items

- The Summer Reading program serves all children, regardless of income. Because of this, prizes need to be free. If the prize isn't free, it isn't an incentive for many children. This includes donations that require a type of purchase, such as "buy one, get one free" or "free child's meal with purchase of adult meal."
- Summer Reading serves children from birth through age 18. Food donation coupons are popular prizes for children of all ages and must be open for redemption by participants up to 18 years old.
- The Library Foundation is committed to supporting Summer Reading by securing quality prizes for the children in our community. We recognize that not all prizes will be appropriate for children participating in this program. The Library Foundation appreciates our community partners, but we may not be able to accept all donations.
- All partners must complete the Community Partner Form by March 19, 2009. All donations must be delivered to The Library Foundation by April 28, 2009.

CONTACT Feel free to contact Kristin Wallace at 503-223-4009 or kristinw@libraryfoundation.org with any questions.