



## 2024 Corporate Sponsorship Opportunities

The Falmouth Memorial Library, an essential institution located at the heart of Falmouth, has an eighty-year history of engaging and serving our broad community. Each year, the Library depends on Annual Fund donations to ensure all patrons' access to information, collections, services, and programming. We are pleased to recognize corporate sponsors at all levels of support:

Ugly Sweater 5K Race Opportunities						
	\$5,000	\$3,000	\$2,500	\$1,000	\$500	\$250
Named as <i>Presenting 5K Sponsor</i> on Library signage, on participant gift, in mentions and on race bibs (one available)	X					
Named as <i>Presenting Merry Mile Sponsor</i> on Library signage, on participant gift, in mentions and race bibs (one available)		X				
Larger-sized logo on participant gift and premier signage at Ugly Sweater 5K Race	X	X	X			
Large-sized logo on participant gift and signage at event, logo printed in Forecaster advertisement and Very Merry Gift Guide	X	X	X	X		
Logo on participant gift, Town's Very Merry website, and tabletop signs at event	X	X	X	X	X	
Verbal recognition and company name listed on tabletop signs at event	X	X	X	X	X	X



Scan to sponsor the Ugly Sweater 5K!

Annual Sponsorship Opportunities					
	\$5,000	\$2,500	\$1,000	\$500	\$250
Premier signage on popular EV charger for one year (one available)	X				
Logo on website for one year		X			
Program Sponsorship (recognized in website calendar, sign placed at live program)			X		
Logo on children's Take & Make bags for four weeks				X	
Logo in monthly Folio e-newsletter (sent to 5,000+ addresses with 55% average open rate) <i>one month per \$250 donated</i>					X

Scan to become



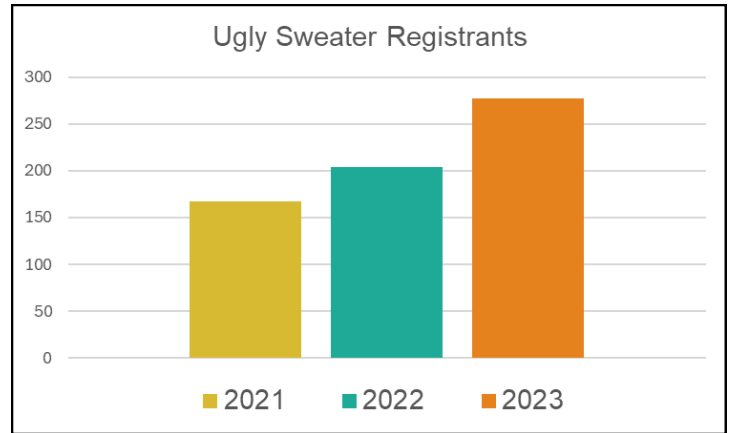
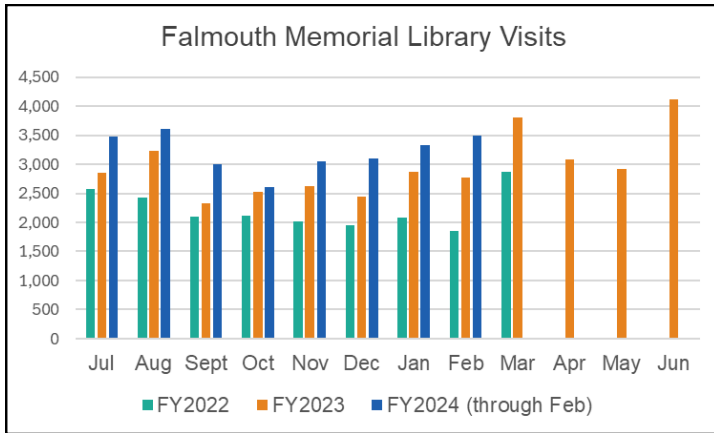
a Library sponsor!

For more information, please contact: Gwen Creswell, Development Director  
 greswell@falmouthmemoriallibrary.org (207) 781-3485



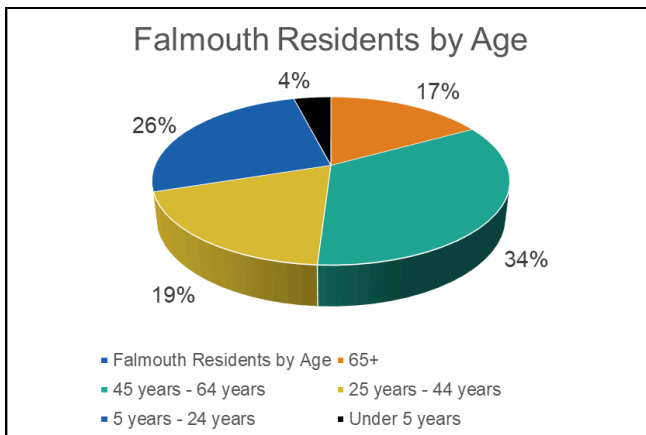
## Sponsorship Reach: Library and Ugly Sweater 5K

- FY24 trends predict more than **38,000** visits to the Library this year
- The Library had more than **35,000** visits in FY23
- About **17%** of Falmouth Memorial Library patrons reside outside of Falmouth
- The Library’s Folio monthly e-newsletter reaches over **5,100** emails and averages a **55%** open rate
- Ugly Sweater 5K & Merry Mile registrant numbers grew by **36%** in 2023
- Ugly Sweater is part of the Town of Falmouth’s annual three-day-long Very Merry Falmouth festivities

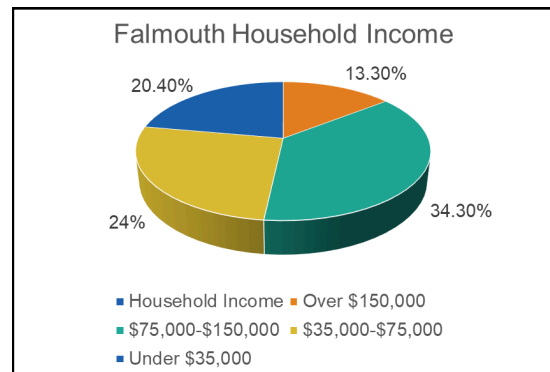


Source: Falmouth Memorial Library

## Falmouth Demographics: Our Residents



- Falmouth had 12,857 residents and 4,875 households at the time of the 2020 U.S. Census.



Source: U.S. Census Bureau