

Roadtown Turkey Trot

Sponsorship Proposal

Friends of the MN Spear Memorial Library

November 18, 2023

Shutesbury Elementary School
23 West Pelham Rd
Shutesbury, MA



Contact

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Roadtown Turkey Trot

Introduction

The people of Shutesbury need your support. For more than a decade, our community has worked towards building a better library. Our dedication has paid off.

Shutesbury has been awarded the one-and-only Small Library Pilot Program Grant. Voters have approved the Town's portion of the project. We've hired the architects. We've begun the design process. We expect to break ground in May 2024. And we are still raising funds to make sure when our library opens, it will be all that Shutesbury needs it to be.

In a small town like Shutesbury, we rely on you to provide the goods and services we need. We are hoping you will take the opportunity to support our library campaign and allow us the privilege to promote your business.



About The Event

As Thanksgiving approaches, the Friends of the Shutesbury Library are excited to host our first Turkey Trot! As the only such event in Franklin and Hampshire Counties, it will attract avid runners and enthusiastic walkers of all ages, and crowds of friends and family to cheer them on--the very people who are your customers and clientele.

Sponsoring the Turkey Trot will bring positive publicity to your organization with your name featured prominently in :

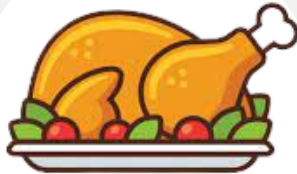
- Press releases to the Hampshire Gazette and Greenfield Recorder
- Social media
- Correspondence with local running clubs
- Publicity provided by libraries throughout Franklin and Hampshire Counties
- Swag bookmarks provided to race participants, friends, and family

This exciting, first-ever event will showcase you, our sponsors, to a wide swath of our local population. We hope you join us!

Sponsorship Package



Roadtown Turkey Trot



Turkey

Website promotion as the main event sponsor

Recognition at the Start and Finish line

Logo on front of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

Table at the event

4 free Race Entries

\$5,000 +



Green Bean Casserole

Website promotion

Recognition at the Event

Logo on front of race bookmark

Email with business name to over 500 subscribers

Promotion on social media

Table at the event

2 free Race Entries

\$2,500 +

Sponsorship Package



Roadtown Turkey Trot



Gravy

Website promotion

Recognition at the Event

Logo on front of race
bookmark

Email with business name to
over 500 subscribers

Promotion on social media

\$1,000



Cranberry Sauce

Website promotion

Recognition at the Event

Logo on front of race
bookmark

Email with business name to
over 500 subscribers

Promotion on social media

\$500

Sponsorship Package



Roadtown Turkey Trot



Apple Pie

Website promotion

Recognition at the Event

Logo on back of race
bookmark

Email with business name to
over 500 subscribers

Promotion on social media

\$250



Mashed Potatoes

Recognition at the Event

Logo on back of race
bookmark

Email with business name to
over 500 subscribers

Promotion on social media

\$100

About Us

Built in 1902, the M.N. Spear Memorial Library is a single 900 sq ft room with no running water. We love our current library and it has served us well for the past 120+ years, but we have outgrown it. Today libraries are so much more than repositories for books. Libraries offer videos and audio books, computers, museum passes, science kits, and spaces for people to meet and work together. While we have managed to meet some of these needs, the current space is woefully inadequate.

Our Library is the heart of our community, offering programs for everyone – from story time for our youngest visitors to fitness classes for seniors – and providing opportunities for community connections for all. We need a need a bigger library for all of this, plus, we would like to wash our hands after using a bathroom.

In 2022 we became the fortunate recipients of the one and only Massachusetts Small Library Pilot Grant, which will cover 75% of the cost of a new library. Most importantly, 83% of voters supported moving forward with the grant. We are designing our new library now and will break ground in Spring of 2024.

The Friends of the Shutesbury Library have anticipated this moment and have worked hard since 2010 to raise funds for our Town's share of a new library. We have a goal of \$550,000 by the time we break ground next spring. We now have \$460,000, all raised from within our small community of just under 1,800 residents. For ten years we've hosted bake sales and tag sales, collected deposit recyclables and organized Giving Day appeals. We are now looking to our broader community to help us clear the last hurdle. At this time of Thanksgiving, please consider supporting us by signing on as a sponsor for our Roadtown Turkey Trot.



Vision

- A new library at the heart of our community
- A space that offers community events and programming
- A community space that enhances the life of townspeople of all ages



Mission

- To raise \$130,00 by spring of 2024
- Show support for our local businesses
- Host a community event at a time of Thanksgiving

Schematic Design



The adult reading room will house 6,000 books. The sunlit building will have cozy seating and quiet study spaces.



A community meeting room will seat 50. Classes, film screenings, puppet shows, and intimate concerts will be regular events.



A view of the SE corner of the building. A 63kWh size solar array, distributed on both sides of the standing seam metal roof will provide 100 % of the building's electricity.



The children's room, in the NE corner of the building will have cozy seatingsx, play spaces, and space for 7,000 books and a children's Library of Things - puppets, puzzles, toys and more.

Sponsorship Form



Name_____

Company _____

Address_____

City_____State_____Zip_____

This will confirm the intention to contribute to the Friends of The MN Spear Library Capital Campaign as follows:

\$ _____TotalGift

Mashed Potato Sponsor- \$100

- Logo on back of race bookmark
- Recognition at the Event
- Email with business name to over 500 subscribers
- Promotion on social media

Apple Pie Sponsor - \$250

- Website promotion
- Logo on back of race bookmark
- Recognition at the Event
- Email with business name to over 500 subscribers
- Promotion on social media



Cranberry Sauce Sponsor - \$500

- Website promotion
- Logo on back of race bookmark
- Recognition at the Event
- Email with business name to over 500 subscribers
- Promotion on social media

Gravy Sponsor- \$1,000

- Website promotion
- Logo on back of race bookmark
- Recognition at the Event
- Email with business name to over 500 subscribers
- Promotion on social media

Green Bean Casserole Sponsor - \$2,500

- Website promotion
- Logo on front of race bookmark
- Recognition at the Event
- Email with business name to over 500 subscribers
- Promotion on social media
- Table at the Event
- 2 Race entries included



Turkey Sponsor - \$5,000

- Website promotion as the main sponsor
- Logo on front of race bookmark
- Recognition at the Event
- Email with business name to over 500 subscribers
- Promotion on social media
- Table at the Event
- 4 Race entries included

Please make all checks payable to: *Friends of the MN Spear Memorial Library*

Signature _____ Date _____

Signature _____ Date _____

**This Statement of Intention is an expression of my (our) desire to help the MN Spear Memorial Library Capital Campaign reach its goal by the receipt of gifts in the amount indicated; it is not a promise to pay. It may be fulfilled by gifts from a donor advised fund, an IRA, or other sources.*

All gifts are tax-deductible to the fullest extent of the law. Please make all checks payable to: Friends of the MN Spear Memorial Library

Logos to be sent in PDF or JPG format to
sam.spsiak1616@gmail.com by
no later than Sunday, October 1, 2023

Thank you for your support



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