



# 2025 Sponsorship Package

**Adam Trzebski**  
Edmonton Public Library  
780-495-0329  
[adam.trzebski@epl.ca](mailto:adam.trzebski@epl.ca)

# Purpose

Some stories have the power to change us. At the Edmonton Public Library (EPL), we see it every day. Stories spark curiosity, inspire learning, and open doors to new opportunities.

This fall, we invite you to be part of our story—and help create the next chapter. We are thrilled to introduce Storytime Soirée, EPL's reimagined annual fundraising event, formerly known as the EPL Gala.

This year's theme, The Story Begins, celebrates fresh starts, not just for the event itself but for the children who will gain new learning opportunities and enjoy transformational library experiences through your support.





# Event

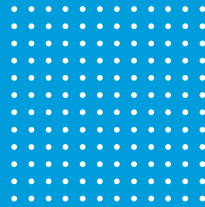
## STORYTIME SOIRÉE FUNDRAISING EVENT

Saturday, September 27, 2025  
7:30 P.M. – 10:00 P.M.

Stanley A. Milner Library  
7 Sir Winston Churchill Square  
Edmonton, AB



# Fundraising



## What Your Support Makes Possible

Proceeds from this year's fundraiser will go directly to support EPL's Cook Up a Story summer camp.

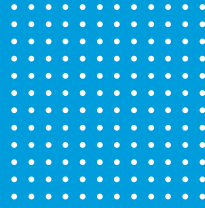
Did you know that kids can lose up to two months of learning over the summer? The "summer slide" can make it harder for children to catch up when school starts again. While many local programs offer great experiences, some families cannot afford to send their kids to camps. Free or low-cost options are limited and often do not include transportation, daily meals, or a full range of activities.

Cook Up a Story summer camp will provide kids ages 9 to 11 from socially vulnerable families the opportunity to participate.

This fun, hands-on camp offers a unique experience where kids can:

- Learn to cook and prepare meals in EPL's commercial kitchen.
- Explore digital tools and design their own creative projects in our Makerspace.
- Work with children's authors to write and illustrate their own stories.
- Grow their confidence as they uncover new talents and abilities.

# Fundraising



## Why Sponsor?

By sponsoring Storytime Soirée, you are helping create an experience that could help shape a child's life. You will also enjoy:

- Recognition in Storytime Soirée event promotional materials and EPL communications.
- Exposure through multiple digital channels, including our website and social media.
- Opportunities to connect with a broad, engaged community of supporters at the event.

## Let's Write This Story Together!

Storytime Soirée will be a night to remember, filled with great company, delicious food, amazing music, and engaging activities that showcase the best of EPL. But what makes this event truly special is the lasting impact it will create, long after the evening ends.

We would be thrilled to have you as a sponsor for the inaugural Storytime Soirée. If this aligns with your mission and brand, let's meet to discuss further!

Please contact Adam Trzebski at [Adam.Trzebski@epl.ca](mailto:Adam.Trzebski@epl.ca) or 780-495-0329 to learn more.



# Packages

**\$40,000**

## Presenting Sponsor

- Company name and/or logo included in all materials for the Storytime Soirée fundraising event including tickets as “...presented by Company Name.”
  - Company name and/or logo included in all social media posts for the Storytime Soirée fundraising event as “...presented by Company Name” before and after the event.
  - Company name and/or logo included on banner on epl.ca six weeks leading up to the event (1,290,000 impressions).
  - Verbal recognition by CEO at the event.
  - Opportunity to display two company pop-up banners at the main entrance of the event site.
  - Company name and/or logo included on digital display ads as “...presented by Company Name” at 21 EPL locations for four weeks leading up to the event (500,000 visits).
  - Company name and/or logo included on digital signage within the Stanley A. Milner Library during the event.
  - Full-page advertisement in digital and physical event program.
  - Company name and/or logo included in post event e-mail to all attendees.
  - 20 tickets to the Storytime Soirée fundraising event.
- 
- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
  - Signage acknowledging sponsorship on all sponsor signs at the event.
  - Large company logo on epl.ca/StorytimeSoirée.
  - Recognition in EPL’s 2025 annual report contributors’ list.
  - Recognition in EPL customer e-newsletter to 240,000 subscribers.



**\$15,000 - SOLD**

## Literary Lounge Sponsor

- Signage acknowledging sponsorship located by Literary Lounge area.
- Company name and/or logo included on digital signage within the Stanley A. Milner Library during the event.
- Full-page advertisement in digital and physical event program.
- 10 tickets to the Storytime Soirée fundraising event.

- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
- Signage acknowledging sponsorship on all sponsor signs at event.
- Medium company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
- Recognition in EPL's 2025 annual report contributors' list.
- Recognition in EPL customer e-newsletter to 240,000.

**\$15,000**

## A/V Sponsor

- Signage acknowledging sponsorship located by the stage area on the second floor of the Stanley A. Milner Library during the event.
- Company name and/or logo included on digital signage within the Stanley A. Milner Library during the event.
- Full-page advertisement in digital and physical event program.
- 10 tickets to the Storytime Soirée fundraising event.

- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
- Signage acknowledging sponsorship on all sponsor signs at event.
- Medium company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
- Recognition in EPL's 2025 annual report contributors' list.
- Recognition in EPL customer e-newsletter to 240,000.





**\$15,000**

## Food Sponsor

- Signage acknowledging sponsorship located by main food table.
- Company name and/or logo included on digital signage within the Stanley A. Milner Library during the event.
- Full-page advertisement in digital and physical event program.
- 10 tickets to the Storytime Soirée fundraising event.

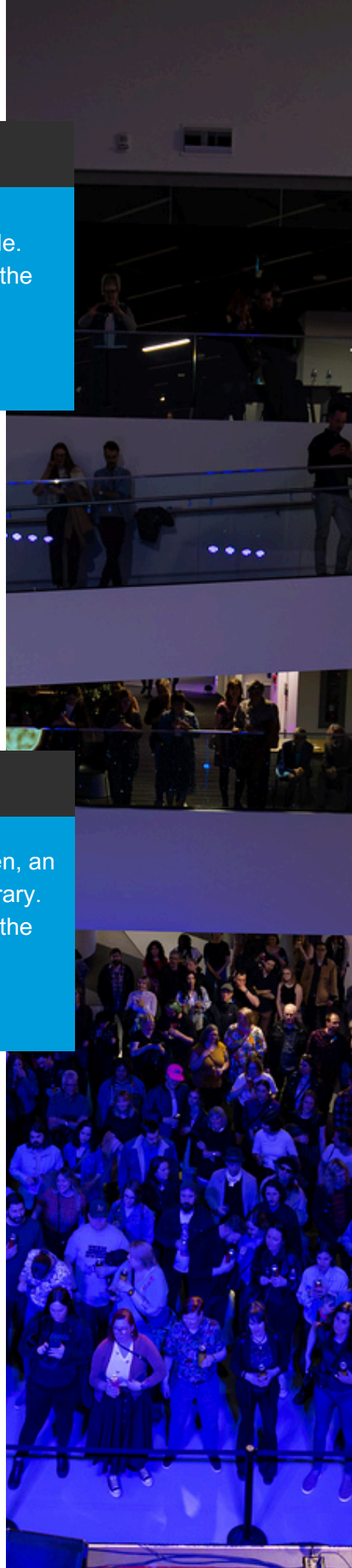
- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
- Signage acknowledging sponsorship on all sponsor signs at event.
- Medium company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
- Recognition in EPL's 2025 annual report contributors' list.
- Recognition in EPL customer e-newsletter to 240,000.

**\$15,000**

## Kitchen Tasting Sponsor

- Signage acknowledging sponsorship located within The Kitchen, an interactive culinary learning space at the Stanley A. Milner Library.
- Company name and/or logo included on digital signage within the Stanley A. Milner Library during the event.
- Full-page advertisement in digital and physical event program.
- 10 tickets to the Storytime Soirée fundraising event.

- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
- Signage acknowledging sponsorship on all sponsor signs at event.
- Medium company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
- Recognition in EPL's 2025 annual report contributors' list.
- Recognition in EPL customer e-newsletter to 240,000.



**\$10,000 - SOLD**

## Sweet Sponsor

- Signage acknowledging sponsorship located near the dessert station at event.
  - Half-page advertisement in digital and physical event program.
  - 10 tickets to the Storytime Soirée fundraising event.
- 
- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
  - Signage acknowledging sponsorship on all sponsor signs at event.
  - Small company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
  - Recognition in EPL's 2025 annual report contributors' list.
  - Recognition in EPL customer e-newsletter to 240,000.

in us for interactive co  
demos in our Kitchen.

SECOND FLOOR


**\$10,000 - SOLD**

## Volunteer Sponsor

- Logo on volunteer nametags.
  - Half-page advertisement in digital and physical event program.
  - 10 tickets to the Storytime Soirée fundraising event.
- 
- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
  - Signage acknowledging sponsorship on all sponsor signs at event.
  - Small company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
  - Recognition in EPL's 2025 annual report contributors' list.
  - Recognition in EPL customer e-newsletter to 240,000.

STANLE





**\$10,000 - SOLD**

## Beverage Sponsor

- Signage acknowledging sponsorship located near main bar.
- Half-page advertisement in digital and physical event program.
- 10 tickets to the Storytime Soirée fundraising event.

- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
- Signage acknowledging sponsorship on all sponsor signs at event.
- Small company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
- Recognition in EPL's 2025 annual report contributors' list.
- Recognition in EPL customer e-newsletter to 240,000.

**\$10,000**

## Activation Sponsor (3)

- Signage acknowledging sponsorship located near activation activity at event.
- Half-page advertisement in digital and physical event program.
- 10 tickets to the Storytime Soirée fundraising event.

- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
- Signage acknowledging sponsorship on all sponsor signs at event.
- Small company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
- Recognition in EPL's 2025 annual report contributors' list.
- Recognition in EPL customer e-newsletter to 240,000.

**\$10,000**

## Silent Auction Sponsor

- Signage acknowledging sponsorship located near silent auction.
  - Half-page advertisement in digital and physical event program.
  - 10 tickets to the Storytime Soirée fundraising event.
- 
- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
  - Signage acknowledging sponsorship on all sponsor signs at event.
  - Small company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
  - Recognition in EPL's 2025 annual report contributors' list.
  - Recognition in EPL customer e-newsletter to 240,000.

**\$5,000**

## Event Sponsor

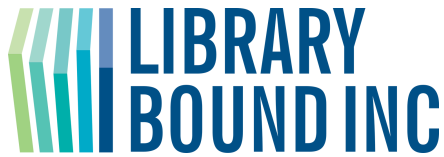
- 4 tickets to the Storytime Soirée fundraising event.
- 
- Recognition on the digital slide show on The Wall, a multi-story interactive digital wall located on the main floor of the Stanley A. Milner Library, during the Storytime Soirée fundraising event.
  - Signage acknowledging sponsorship on all sponsor signs at event.
  - Small company logo on [epl.ca/StorytimeSoirée](http://epl.ca/StorytimeSoirée).
  - Recognition in EPL's 2025 annual report contributors' list.



Benefit	Presenting Sponsor \$40,000	Lounge, A/V, Food & Kitchen Sponsor \$15,000	Sweet, Volunteer & Beverage Sponsor \$10,000	Activation Sponsor \$10,000 (3)	Event Sponsor \$5,000
Tickets	20	10	10	10	4
Company name/logo on all printed & digital material including social media	✓				
Company name/logo included on banner on epl.ca for 6 weeks	✓				
Verbal recognition by CEO at event	✓				
Opportunity to display 2 company pop up banners at event	✓				
Company name/logo on digital display ads within 21 branch locations for 4 weeks	✓				
Company name/logo included on branch digital signage during event	✓	✓			
Advertisement in digital and physical event program	Full-Page	Full-Page	Half-Page	Half-Page	
Signage acknowledging sponsorship in designated area		✓	✓	✓	
Recognition on Digital Wall located in Milner during the event	✓	✓	✓	✓	✓
Signage acknowledging sponsorship on all sponsor sign at event	✓	✓	✓	✓	✓
Company logo on epl.ca/StorytimeSoirée	Large	Medium	Small	Small	Small
Recognition in Annual Report	✓	✓	✓	✓	✓
Recognition in customer e-newsletter	✓	✓	✓	✓	✓



# Thank you to our 2024 Sponsors





# Let's connect!

Thank you for your considering our sponsorship  
proposal to support Cook Up a Story summer camp  
at EPL.

Please contact **Adam Trzebski** for more information.

[adam.trzebski@epl.ca](mailto:adam.trzebski@epl.ca)

780-495-0329

