



# BUSINESS SPONSORSHIP PACKAGE

We are thrilled to present an exciting opportunity for businesses as collaborators with Samuels Public Library. As a cornerstone of our community, Samuels Library is dedicated to our mission of bringing people, information, and ideas together to enrich lives and build community.

Your sponsorship will not only enhance our services, but also provide significant benefits to your business through strategic marketing and community engagement.



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## ABOUT SAMUELS LIBRARY

Samuels Public Library has served our community of Front Royal and Warren County for over 200 years. Starting as the second subscription library in the state of Virginia in 1799, known as the Front Royal Library Society, the community library has now prospered into an award-winning educational institution and vibrant community hub.

With an unwavering commitment to providing our community with free and equal access to library resources, services and programming, Samuels Library serves as a cornerstone in our community, providing a wide array of educational and literacy opportunities.

As a part of our mission, we value local and regional partnerships that strengthen community ties and promote a sense of unity and shared purpose.

## Our Mission

Samuels Public Library is dedicated to bringing people, information, and ideas together to enrich lives and build community.



## 2025 Community Report Stats

 **132,715**  
Visitors

 **15,983**  
Total Patrons

 **925** with **20,894**  
Programs Attendees

 **25,984**  
Computer & Wi-Fi Sessions

 **12,139**  
Volunteer Hours

 **400,002**  
Total Checkouts

# BENEFITS FOR SPONSORS

## COMMUNITY-CENTERED BRAND VISIBILITY

Your business gains meaningful exposure while supporting one of the community's most valued institutions. Sponsors receive recognition across print, digital, and in-library platforms connected to the programs and initiatives they help make possible. With more than 20,500 program attendees in 2025, Samuels Public Library offers sponsors consistent, high-quality visibility among families, professionals, educators, and lifelong learners throughout Warren County. Brand placement may include program materials, event promotions, social media, and on our online business sponsorship webpage – ensuring your support is both seen and remembered.

## PROGRAM & EVENT SPONSORSHIP

Program & event business sponsorships help bring educational, cultural, and community-building opportunities to thousands of residents each year. Sponsors may align with ongoing library programs for youth, adults, families, and/or seniors, signature community events, and major fundraising events. Sponsorships enable businesses to demonstrate community leadership while supporting initiatives that align with their values.

## SOCIAL MEDIA & NEWSLETTER PROMOTION

Library sponsorship provides meaningful exposure through Samuels Public Library's robust communication channels, extending your visibility beyond our walls via social media recognition on platforms such as Facebook (5.1K followers), Instagram, and LinkedIn, along with features in our library newsletters, *Turn the Page* and *Next Chapter News* on Substack, reaching an engaged audience of readers, donors, and community advocates.

## BUSINESS SPONSORSHIP OPPORTUNITIES

<i>Promotional Benefits</i>	<i>\$10,000+ / yr</i>	<i>\$5,000+ / yr</i>	<i>\$1,000+ / yr</i>	<i>\$250+ / yr</i>
Sponsor up to 4 library programs or events ( <i>includes Business Name &amp; Logo on all related promotional materials</i> )	✓			
Custom-made professional business sponsor banner placed in highly visible area at sponsored programs/events	✓			
Business summary and website link (in addition to business name & logo) on dedicated Business Sponsorship webpage	✓	✓		
Sponsor up to 2 library programs or events ( <i>includes Business Name &amp; Logo on all related promotional materials</i> )	✓	✓		
Quarterly mention on Library's social media and in Library newsletters ( <i>Turn the Page &amp; Next Chapter News</i> on Substack)	✓	✓		
Business Name & Logo on dedicated Business Sponsor slide on digital screens in the Library	✓	✓	✓	
Individual or Business Name on Donor Recognition Wall in Library Cafe	✓	✓	✓	
Co-sponsor up to 1 library program or event ( <i>includes Business Name &amp; Logo on all related promotional materials</i> )	✓	✓	✓	✓
Annual mention on social media and in Library newsletters ( <i>Turn the Page &amp; Next Chapter News</i> on Substack)	✓	✓	✓	✓
Business Name & Logo on our dedicated Business Sponsorship webpage	✓	✓	✓	✓

***Have a program or workshop idea?***

*Share it with us! We would love to hear any ideas you may have to support the library and the community's needs and interests.*

# LIBRARY HIGHLIGHTS

Samuels Public Library was honored with the 2025 Advocacy Award by the Virginia Library Association for advocacy of libraries and/or information access and whose activities have contributed to the development, growth, and extension of library and information services.



**Samuels Public Library**

Additionally, Samuels Library was awarded four awards by the Virginia Public Library Directors Association in 2025, which include the following:

- Silver Standards of Excellence for Overall Achievements
- Impactful Marketing/Public Relations Award
- Outstanding Program for Adults Award, in recognition of our major fundraising event *A Taste for Books*
- Impactful Technology Use Award, in recognition of Studio 330.



Samuels Library opened Studio 330 in October 2024 thanks to a five-year Mellon Foundation grant.

This creative Memory Lab and Makerspace enables us to offer innovative programming opportunities such as sewing and embroidering, laser cutting, 3D printing, Cricut projects, and more!

## PARTNER WITH SAMUELS LIBRARY TO SUPPORT LITERACY AND LEARNING IN OUR COMMUNITY!

*We hope we can look forward to collaborating with you and your business to enrich lives and build community.*

### CONTACT

**Phone** (540) 635-3153

**Website** [samuelslibrary.net](http://samuelslibrary.net)

**Email** [erooney@samuelslibrary.net](mailto:erooney@samuelslibrary.net)

**Address** 330 East Criser Road, Front Royal, VA 22630

To set up a meeting to discuss business sponsorship opportunities, please email Library Director Erin Rooney at [erooney@samuelslibrary.net](mailto:erooney@samuelslibrary.net)



## Become a Business Sponsor!



Organization / Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Primary Contact Name & Title: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_ Email: \_\_\_\_\_

### Sponsorship Level / Annual Amount Pledged

\$ \_\_\_\_\_

### Sponsorship Term *(minimum commitment - 1 year):*

☐ One Year      ☐ Multi-Year (please specify): \_\_\_\_\_

By signing below, I pledge that \_\_\_\_\_ will support  
*(Organization / Business Name)*  
Samuels Library as a Business Sponsor at the level indicated above for the duration specified. I understand that:

- Recognition and logo usage will be applied in accordance with the selected sponsorship level.
- Samuels Public Library will not use the sponsor's name, logo, or participation for political purposes or for any activities that do not align with the mission and values of the Library.
- Sponsorship benefits are promotional in nature and do not imply endorsement of any political or commercial positions.

This agreement reflects a shared commitment to strengthening the community through education, access, and lifelong learning for at least one year from the signed date on this form. Logo and participation will not be used for political or other purposes not supported by Samuels Public Library.

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Questions?** Please contact Library Director Erin Rooney:  
[erooney@samuelslibrary.net](mailto:erooney@samuelslibrary.net) | (540) 635-3153 ext. 110

*Thank you for partnering with Samuels Public Library and helping us serve our community today and for generations to come.*



## Why Be a Business Sponsor?

Samuels Public Library is more than a place to borrow books – it is a cornerstone of community life in Warren County. Each year, the Library serves thousands of residents through educational programs, cultural events, workforce development resources, youth enrichments, and lifelong learning opportunities for all ages.

When your business sponsors the Library, you are:

- Supporting access to free and equitable educational opportunities
- Strengthening literacy, creativity, and lifelong learning
- Promoting your business to a broad, engaged audience of local residents and people from surrounding areas who frequent the Library
- Demonstrating visible leadership and commitment to the community

## Summary of Business Sponsorship Tiers

*For a full list of benefits, please review the Business Sponsorship Opportunities table in the Business Sponsorship Package.*

- **\$250+ / year:** An accessible way to support the Library while gaining foundational visibility through program/event co-sponsorship and annual recognition on social media and our Library newsletters (*Turn the Page & Next Chapter News* on Substack)
- **\$1,000+ / year:** Ideal for businesses seeking stronger community presence, this level offers increased in-library recognition and enhanced digital visibility alongside program or event sponsorship.
- **\$5,000+ / year:** Designed for sustained engagement, this tier provides expanded promotional opportunities, more frequent recognition, and deeper alignment with multiple library programs or events.
- **\$10,000+ / year:** Our highest sponsorship level offers maximum visibility, customized recognition, and leadership positioning through multi-program sponsorship and high-impact community engagement.

To the extent that they wish to be involved, sponsors may coordinate with the Library Director to discuss the level of participation in the planning and preparation phases of programs/events selected for sponsorship. Sponsors make a financial commitment to the Library, pledging whatever amount they feel is appropriate.

**Questions?** Please contact Library Director Erin Rooney:  
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