

July 2010

Dear Friends:

**Can you help ensure that Montclair's children continue to have access to the books, activities and programs that are essential to the development of strong literacy skills?**

Due to drastic state funding cuts, many of Montclair's public schools have eliminated or drastically reduced their school librarian staffing. At the same time, the Montclair Public Library is facing a potentially devastating reduction in its municipal funding for 2010, threatening the library's ability to continue early literacy programs for Montclair's youngest citizens.

**To help, please consider becoming a sponsor for The Montclair Public Library Foundation's The Little Read 2010.** The proceeds will be dedicated to the Library's Children's Department so that our children continue to have access to the tools that develop a lifelong love of reading.

As in last year's event, which was attended by more than 900 people, The Little Read will feature volunteers reading their favorite childhood tales out loud in fun locations throughout town. ***Please save the date and join us on Saturday, October 23!*** Come listen to some stories or share some of your own. Celebrate the power and magic of reading aloud to children, which research indicates is the single most important activity for promoting early literacy. More information about the event will be posted on our event Web site at [www.littleread.org](http://www.littleread.org).

We will recognize your sponsorship on event signage, a plaque in the Library's Children's Room, and on our Web site. Our "Lead Event" and "Supporting Event" sponsors will also be featured on all publicity materials.

The Little Read 2010 will be free for all listeners and readers; your sponsorship helps make this community-wide event possible and accessible to all.

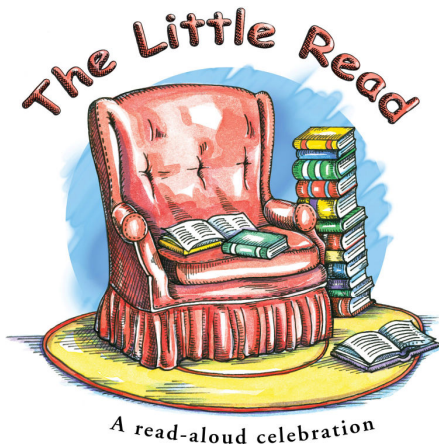
**Your support will guarantee that The Little Read 2010 is a success. Your donation, at any level, will positively impact Montclair's children.**

Sincerely,

Elizabeth Campbell  
Executive Director

The Montclair Public Library provides critical early literacy programs for the community. In 2009:

- The Children's Department offered 277 programs for children 14 and younger.
- Nearly 10,000 people attended these programs.
- 982 children read 12,894 books in the Children's Summer Reading Club Program.



**Sponsorship Opportunities for  
The Montclair Public Library Foundation's  
The Little Read: October 23, 2010  
Please respond by September 30!**

The Montclair Public Library Foundation is excited to present **The Little Read**, a one-day children's read-aloud marathon that will bring together Montclair citizens in a town-wide celebration of literacy and community. The event, entirely free to the public, will take place at the Main Library and other public and private locations throughout town.

**Sponsorships Available**

**Lead Event Sponsorship: \$10,000**

Donors will be listed prominently on all printed material, publicity and advertising campaigns, event and MPL Foundation Web site and signage.

**Supporting Event Sponsorships: \$5,000**

Donors will receive recognition on all printed material, publicity and advertising campaigns, MPL Foundation Web site and signage.

**Bedtime Story Sponsorships: \$2,500**

Donors will receive recognition on all signage and advertising materials related to our Bedtime Story Hour at the Montclair Public Library on the evening of Friday, October 22.

**Lead Site Sponsorships: \$1,000**

Donors will receive prominent recognition on a sign displayed at a reading site of the donors' choice.

**Site Sponsorships: \$500**

Donors will be listed on a sign displayed at a reading site of the donors' choice.

**Pageturner Sponsorships: \$150**

Donors will be listed on a sign at the Main Library.

**All of the above sponsorships also include the following:** Donors will be recognized by level in the MPL Foundation's online giving report. A plaque with donors' names will be permanently installed in the Children's Room of the Library.

**Yes**, I would like to support **The Little Read** at the following Sponsorship Level:

- |  |  |
|--|--|
| <input type="checkbox"/> Lead Event Sponsorship (\$10,000)   | <input type="checkbox"/> Lead Site Sponsorship (\$1,000) |
| <input type="checkbox"/> Event Sponsorship (\$5,000)         | <input type="checkbox"/> Site Sponsorship (\$500)        |
| <input type="checkbox"/> Bedtime Story Sponsorship (\$2,500) | <input type="checkbox"/> Pageturner Sponsorship (\$150)  |

**No**, I am not interested in a sponsorship at this time. However, please accept my donation of \$\_\_\_\_\_.

Name as you would like it to appear on donor recognition materials:

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_ Phone: \_\_\_\_\_

Please make all checks payable to MPLF.

You can also charge your sponsorship:  Visa  Mastercard  American Express  
 Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Please send this completed form to: MPL Foundation, 50 South Fullerton Avenue, Montclair NJ 07042  
*Established in 2002, the MPL Foundation, a 501 (c)(3) non-profit organization, strives to increase funding for Library programs, collection enhancement, staff development, capital projects and other critical needs that exceed municipal funding. For more information, contact the MPL Foundation at (973) 744-0500 ext. 2222 or e-mail info@montclairplf.org. All contributions are tax-deductible.*