




THE
BOOK LOVER'S
BALL

PRESENTED BY  Sun
Life Financial

A NIGHT OF
SHEER LITERARY FUN
AND FASHION IN SUPPORT
OF TORONTO'S LIBRARY.



Toronto's Library. Absolutely Vital.

Sponsorship Package



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Event at a glance

The Book Lover's Ball – Voted one of Toronto's Best Fundraisers!

The Book Lover's Ball, held every February, is the only fundraiser in Toronto that brings together top Canadian literary talent and book lovers to mix and mingle at an exceptional black tie affair in support of Toronto Public Library Foundation. The Book Lover's Ball has been recognized as one of Toronto's top 100 events by Biz Bash Magazine, has received remarkable corporate support over the past six years as well as continues to receive great media coverage. Last year's event achieved great success raising almost \$500,000 in support of Toronto's Library, an impressive 30% increase over 2010.

On Thursday, February 9, 2012, at the Fairmont Royal York, we invite you to join us for a night of sheer literary fun and fashion in support of Toronto's Library, the busiest urban public library system in the world. Over 600 guests will indulge in an unforgettable evening, beginning with a cocktail reception where guests will have the opportunity to taste delectable hors d'oeuvres prepared and presented in person by our Celebrity Chef while mingling with 60 of the finest Canadian writers and literary celebrities.

Guests go on to enjoy a sumptuous three-course dinner while enjoying engaging conversation with their guest author. The evening culminates with a spectacular novel inspired fashion show showcasing designs from some of Canada's top designers and complemented with an incredible array of captivating performances woven together to bring the stories of the featured novels to life.



BLB 2010

To continue building on the growth and success of The Book Lover's Ball, the Foundation will further enhance the guest experience for 2012 in the following areas:

Our Cover to Cover Advantage

The Book Lover's Ball will provide an enhanced guest experience from start to finish. We'll provide your guests and special clients with a VIP experience, memorable dining experience, unique entertainment and a great networking opportunity with literary lovers, business leaders and celebrity authors.

International Authors

For 2012, as well as securing Canadian authors, we will focus on securing three internationally known authors to mix and mingle with guests and to interview during dinner.

Get Connected

We will actively promote The Book Lover's Ball and our sponsors in the months leading up to the event through social media vehicles – Facebook and Twitter. We'll implement a variety of fun contests to win tickets and recognize our sponsors in unique ways.

Fashion Show

The event will once again feature a stunning novel inspired fashion show with Canadian designers and new for next year is Canadian talent within each fashion show segment helping to tell the story of the chosen novels.

Public relations campaign for The Book Lover's Ball

The Book Lover's Ball is an event that gets attention! Our public and media relations campaign will maximize exposure for event sponsors, the Toronto Public Library Foundation, celebrity authors and fashion designers, as we have demonstrated in the past.

In conjunction with our public relations efforts and to further promote and recognize event sponsors, we will leverage existing media partnerships with the Toronto Star, Hello! Canada, Flare, and Citytv. As an event sponsor, you will be included in an integrated promotional campaign including print, broadcast and social media.

Print Promotion:

- » Ads in the Toronto Star, Hello! Canada, Quill & Quire and Flare (value of over \$250,000)
- » Online ads on thestar.com and Citytv.ca

PSA's:

- » Broadcast PSA's will air on Citytv in the month of February
- » Social Media PSA's

Short Lead:

Major coverage to be solicited in all major print and broadcast media. Day-long media junket to take place in Toronto in February targeting Breakfast Television, CBC Metro Morning and others.

Event Day Coverage

- » All major GTA media

2011 MEDIA REPORT

The 2011 media value surpassed all our forecasted expectations with a total of \$528,734.50. The media attendance was tripled over 2010 with over 30+ outlets participating. The coverage garnered close to 18 million impressions (17,799,376) with potential online year-long exposure of close to 93 million through an integrated campaign including print, online and broadcast media as well as social media.

A customized approach to sponsorship

Our specific objective is to customize a package consistent with the value, standards, and needs of your company. We offer a wide range of benefits in order to maximize exposure for our partners through marketing and promotional opportunities, on-site exposure and product placement. The Foundation would be happy to work with you to customize a package that best meets your needs.

Why sponsor The Book Lover's Ball:

- » You are investing in our city's current and future health and success, by enabling the Foundation to enhance library collections, programs and services, and community spaces
- » An opportunity to reach a valuable demographic of "city builders," business leaders, publishing industry, political, artistic and cultural elites
- » A unique event occasion for corporations to entertain their clients while mingling with celebrity authors
- » An opportunity for extensive media coverage

Sponsorship Opportunities:

Presenting Sponsor (1)	\$50,000 – SOLD
Fashion Show Sponsor (1)	\$30,000
Adopt-A-Branch Sponsor (1)	\$25,000
Dinner Sponsor (1)	\$25,000
Author Host (1)	\$25,000
Celebrity Chef Sponsor (1)	\$20,000
Red Carpet Sponsor (1)	\$15,000 – SOLD
Bedtime Stories (1)	\$15,000
Book Lover Sponsor (3)	\$15,000
Highlight Video Sponsor (1)	\$10,000
Valet Sponsor (1)	\$10,000

Table Options:

Premium Table (8)	\$8,000
Corporate Table (25)	\$6,500



PRESENTING SPONSOR

\$50,000

As Presenting Sponsor, your company will be the lead partner with our event and as such your logo will be integrated into The Book Lover's Ball identity as the Presenting Sponsor in all event materials and promotions. In addition to being profiled in an integrated advertising, public relations, online and social media campaigns, the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Corporate logo incorporated into the event signature as Presenting Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation, 60 table cards
- » Opportunity to supply product, literature into gift bag
- » Logo recognition in highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » Two premium tables (10 per table), plus a celebrity author of your choice per table
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Event welcome signage incorporating corporate logo
- » Two page advertising spread in gala program
- » Recognition in event video to air during dinner
- » Partner profile in Foundation newsletter post event (3,000 copies)
- » Special insert into ticket package (co-produced)
- » Opportunity to provide statement of support for media kits
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

FASHION SHOW SPONSOR

\$30,000

This year, our much anticipated Novel Inspired Fashion Show will transform six novels chosen by Canadian publishing companies and will feature couture fashion from top Canadian designers. As Fashion Show sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign, as well as on Fashion Show specific materials. As a sponsor, the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as Fashion Show Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » One page advertisement in gala program
- » Logo recognition on screen during fashion show
- » Host mention during fashion show
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

ADOPT-A-BRANCH SPONSOR

\$25,000

During the reception and dinner, guests will once again have the opportunity to Adopt-A-Branch in support of Toronto Public Library and its 98 branches. With a donation of \$500, guests will adopt a branch and receive an eReader as well as specific donor benefits. Your company will be recognized as Adopt-a-Branch Sponsor and as the “matching sponsor” up to \$25,000. Our goal this year is for guests to adopt all 98 branches and with your corporate match, we’ll potentially raise an additional \$75,000 on event night! As Adopt-a-Branch sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign, as well on Adopt-a-Branch specific materials. As a sponsor, the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as Adopt-A-Branch Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover’s Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation’s annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » One page advertisement in gala program
- » Logo recognition on all Adopt-A-Branch materials pre event and onsite including but not limited to professionally designed and branded display situated prominently in reception area, donation card and on multi-media presentation in dining room
- » Rights to use Foundation or Book Lover’s Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

DINNER SPONSOR

\$25,000

This year, our divine dinner menu, will once again be prepared by the Fairmont Royal York's very own Executive Chef, David Garcelon. Three sumptuous courses will be prepared for guests of The Book Lover's Ball. As Dinner sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign, as well as on Dinner Sponsor specific materials. As a sponsor, the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as Dinner Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Half page advertisement in gala program
- » Logo recognition on dinner menu page of gala program
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

AUTHOR HOST
\$25,000

At The Book Lover's Ball 2011, guests mingled with 57 celebrity authors including the likes of Brian Goldman, Camilla Gibb, Carla Collins, Kate Taylor, Lawrence Hill, Linwood Barclay, Robert Herjavec, Shilpi Somaya Gowda and Stuart McLean. For the 2012 event, we'll be inviting back many of your favourite Canadian authors, as well as international authors. As Author Host sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign, as well as on Author Host Sponsor specific materials. As a sponsor, the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as Author Host Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Half page advertisement in gala program
- » Logo recognition on Author bio page of gala program
- » Logo recognition on Author Wall of Fame at event
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

CELEBRITY CHEF SPONSOR

\$20,000

As guests mingle with celebrity authors they will be presented with a tempting selection of hors d'oeuvres created by our Celebrity Chef. Guests will also enjoy a copy of their cookbook in their gift bag. As Celebrity Chef sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign, as well as on Celebrity Chef specific materials. As a sponsor, the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as Celebrity Chef Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Half page advertisement in gala program
- » Logo recognition on Celebrity Chef signage
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

RED CARPET SPONSOR

\$15,000

As guests enter into The Book Lover's Ball experience, they will first begin with a walk down the red carpet where they will be greeted by paparazzi, a celebrity host asking "who they're reading" and a chance to be featured on a 90 second video to air later in the evening. As Red Carpet sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign, as well as on Red Carpet specific materials. As a sponsor, the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as Red Carpet Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Half page advertisement in gala program
- » Logo recognition on Red Carpet step and repeat signage
- » Logo recognition on opening and closing billboard of Red Carpet Video
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

BEDTIME STORIES SPONSOR

\$15,000

This sponsorship opportunity is a great chance to leave a lasting impression on the guests as they leave the gala. Each guest will be given a children's book as a special take home gift for the precious Little Ones in their lives. In addition, guests will have the opportunity to take away an after dinner coffee, cappuccino or espresso on their way out. As a Bed Time Stories Sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign and the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as a Bedtime Stories Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Logo recognition and special message on customized book belly band that will encase the children's book
- » Professionally designed and branded booth situated in reception area and positioned prominently as guests exit the gala
- » Half page advertisement in gala program
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

BOOK LOVER SPONSOR

\$15,000

As a Book Lover Sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign and the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as Book Lover Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Half page advertisement in gala program
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

HIGHLIGHT VIDEO SPONSOR

\$10,000

This is a great opportunity for your company to have an ongoing affiliation with the gala. The highlight video is placed on our high traffic website for those interested in getting a glimpse of the great highlights from the previous year's event and it is used to present to future potential stakeholders i.e. corporations, volunteers etc. As Highlight Video Sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign and the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as a Highlight Video Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Quarter page advertisement in gala program
- » Logo recognition on opening and closing billboard of highlight video post event
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

VALET SPONSOR \$10,000

This sponsorship opportunity is a great opportunity to be associated with premium service provided to each guest, and a chance to utilize it as a product sampling vehicle. As Valet Sponsor, your company will be profiled in an integrated advertising, public relations, online and social media campaign and the Foundation team will provide an unforgettable experience for your clientele, executive team and employees.

Marketing/Promotion/Media

Recognized as a Valet Video Sponsor and featured as such in the following materials and promotions:

- » Event invitation (1,000)
- » Event tickets, gala programs, and thank you card (600 per)
- » Event ecard promotion (3-4 eCards)
- » The Book Lover's Ball website (www.bookloversball.ca) with 10,000 visits in 2010
- » Foundation website (www.tplfoundation.ca) with 20,000 visits in 2010
- » In the Foundation's annual report (online and print version)
- » On-Site Recognition: event signage, multi-media presentation and sponsor looped presentation
- » Opportunity to supply product, literature into gift bag
- » Logo recognition on closing billboard of highlight video (post event)
- » Logo recognition on Toronto Star, Hello! Canada, and Quill & Quire print advertisements and online banner ads (approximate value of \$250,000)
- » Recognized in media kits
- » Promotion through our social media vehicles – Facebook and Twitter

Hospitality

- » One premium table of 10, plus a celebrity author of your choice
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Special Benefits

- » Quarter page advertisement in gala program
- » Logo recognition on Valet station signage
- » Opportunity to provide a sample or full size product to guests (will be given at valet station)
- » Rights to use Foundation or Book Lover's Ball logo in advertising & print materials for one year
- » Category exclusivity and first right of refusal for 2013 event sponsorship

PREMIUM TABLE

\$8,000

CORPORATE TABLE

\$6,500

Marketing/Promotion/Media

- » Logo in gala program, table card and sponsor loop
- » Logo on event website (www.bookloversball.ca)
- » Logo on thank you ad in Toronto Star

Hospitality

- » One premium table of 10, plus a celebrity author
- » Premium table placement lining the fashion show runway
- » Special gift for table guests

Marketing/Promotion/Media

- » Name in gala program, table card and sponsor loop
- » Name on thank you ad in Toronto Star

Hospitality

- » One table of 8, plus a celebrity author

The Book Lover's Ball creative team

Event Producer

Hala Events & Communications Inc. is a highly acclaimed and six-time international award winning events firm

Fashion Show Producer

Monarch Events Groups is one of Canada's leading most respected production companies of innovative, high impact Fashion Shows led by esteemed fashion show director, Erika Larva.

Public Relations

HCC has an extensive entertainment client roster ranging from cultural and world-premiere events, television and film, music, red carpet and celebrity driven initiatives. With more than 25 years experience, HCC has consistently and successfully leveraged broad media resources for publicity, image enhancement, goodwill, brand equity, reputation management, and ultimately, increased client success.

Celebrity Photographer

Nigel Dickson is Canada's own international award winning celebrity photographer. He will be photographing this year's new creative direction for the Book Lover's Ball. Nigel's work has been published over the past twenty years in numerous magazines from Vanity Fair, Saturday Night Live Magazine, and Esquire to Fortune, Newsweek and Rolling Stones Magazine.

Benefiting Toronto's Library

An investment in Toronto's Library is an investment in Toronto's success.

Toronto Public Library has the established infrastructure, a proven track record, and the expertise, ideas and relationships necessary to be a driving force in shaping Toronto's future. And it needs your support.

The continued importance of Toronto's Library and its 98-branch locations is underscored by the fact that Toronto Public Library experienced its busiest year ever in 2010. With over 18 million visits, and 32 million items borrowed, Toronto Library's was there to help Torontonians connect to the resources and supports they needed during a period of economic uncertainty. And 2011 has been just as busy.

But as Toronto Public Library gets busier, the demands on its services get greater. While programming, service and collection enhancements are reliant on the generosity of donors – like you – who love their library.

Your support will enable Toronto's Library to continue to have a central role in our city, bolstering early literacy, workforce readiness, cultural exchange and economic development. Your support will ensure the library fully taps the potential of all Torontonians through its 98 branches, and that it becomes an even more welcoming and vibrant public space in the future.

Toronto Public Library Foundation was established in 1997 as a registered charity. Our mission is to provide essential resources for the enhancement of Toronto Public Library and to allocate funds to priority needs not supported by municipal funding.

Since its inception, Toronto Public Library Foundation has raised over \$50 million in support of Toronto Public Library priority needs.

Our city needs its Library. And Toronto's Library needs you.



Contact information

**For sponsorship inquiries and information on
Toronto Public Library Foundation please contact:**

Julie Flynn Still

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789 Yonge Street
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jflynn@torontopubliclibrary.ca

For general event inquiries please contact:

Hala Bissada

Event Producer
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121 Jefferson Avenue
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Toronto's Library. Absolutely Vital.