The Denver Public Library envisions a strong community where everyone thrives. The library provides our community with critical access to resources, materials and programs. It creates welcoming spaces where all are free to explore and connect.

After a long 2020, it’s time to bloom again! Please join us for the 24th Annual Booklovers Ball: Booklovers in Bloom, the Denver Public Library Friends Foundation’s signature fundraiser. Denver Central Library is undergoing an exciting renovation in 2021, and this year’s Booklovers Ball will be held al fresco at the enchanting Denver Botanic Gardens. Together we will celebrate reading, music, culture and community made possible by Denver Public Library.

Your support of the 2021 Booklovers Ball helps Denver Public Library provide access to a lifetime of learning free of charge, raise a new generation of readers, preserve Denver’s history and culture, and create community across the city.

Booklovers in Bloom guests will savor specialty cocktails and a multicourse gourmet dinner served in an airy outdoor tent at the Denver Botanic Gardens. Guests will also enjoy unique library-themed entertainment and programming under the stars.

For more information, visit [dplfriends.org](http://dplfriends.org)

“And the secret garden bloomed and bloomed and every morning revealed new miracles.”
- Frances Hodgson Burnett, *The Secret Garden*

Please note:
The health and safety of our guests is our highest priority. We are optimistic that COVID-19 conditions will allow us to gather in-person to support Denver Public Library in September 2021. However, we will continue to monitor public guidance regarding gatherings and create an online experience if conditions require.
Sponsorship Opportunities

Co-Presenting Sponsor | $25,000 Limit 1

Join our presenting sponsor, GH Phipps, and receive premium visibility at Booklovers in Bloom by showing your philanthropic leadership in the Denver community.

Prominent branding as the Presenting Sponsor on all event collateral, including:

- Invitation
- Printed menus on dining tables
- Logo recognition on sponsor appreciation screens at the 2021 Booklovers Ball and the VIP Patron Party
- Social media posts on DPLFF social channels (audience ~ 7,000)
- The Friends Foundation’s website through 2021
- Event media releases

Two VIP tables for 10 each (20 total guests)

A VIP dining experience at the event, including premium seating location

Behind-the-scenes tour of Central Library for 8 guests, featuring the renowned Western History and Genealogy Collection (on a mutually agreed-upon date)

Opportunity to address guests at the VIP Patron Party on Thursday, August 26

Two representatives at the Booklovers Ball menu tasting event

Engage magazine recognition (distribution of 6,000 + online)

Opportunity to provide branded favors to Booklovers Ball guests

Feature photo in the Friends Foundation’s 2021 Annual Report

Contact Nicole Capage-Brown • ncapage-brown@denverlibrary.org or 720-484-9044
Bibliophile - Cocktail Hour Sponsor | $15,000 Limit 1

Show your commitment to the library by featuring your brand and welcoming guests to the 2021 Booklovers Ball. Your logo and branding will be prominently displayed during the Booklovers in Bloom cocktail hour.

- Outdoor cocktail hour branded space activation with maximum audience reach from 6 - 7 p.m. (450 to 500 guests)
- Custom cocktail napkins printed with your logo
- One VIP table for 10 guests
- Logo on event invitation, dining menu and website
- Social media posts on Friends Foundation social channels (audience ~7,000)
- Logo recognition on sponsor appreciation screens at the 2021 Booklovers Ball and the VIP Patron Party
- One representative at the Booklovers Ball menu tasting event
- Invitation to the VIP Patron Party
- Opportunity to provide branded favors to Booklovers Ball guests
- Listing in the Friends Foundation’s 2021 Annual Report

Aficionado - Program Sponsors | $10,000 Limit 5

Sponsor one of five unique elements of the Booklovers in Bloom program, including library mission video, paddle raise, musical entertainment, floral centerpieces or photo booth.

- Prominent logo recognition related to the sponsored program element
- Opportunity to select your choice of program element for sponsorship (first-come-first-serve basis)
- One VIP table for 10 guests
- Logo on the invitation and event website
- Logo recognition on sponsor appreciation screens at the 2021 Booklovers Ball and the VIP Patron Party
- Social media posts on DPLFF social channels (audience ~7,000)
- Invitation to the VIP Patron Party
- Opportunity to provide branded favors to Booklovers Ball guests
- Listing in the Friends Foundation’s 2021 Annual Report

Contact Nicole Capage-Brown • ncapage-brown@denverlibrary.org or 720-484-9044
Fan - $5,000

Enjoy specialty cocktails, a multicourse dinner served at the Denver Botanic Gardens and a dynamic, library-themed program.

- Table for 10 guests
- Name recognition on sponsor appreciation screens at the 2021 Booklovers Ball
- Logo on the event website
- Invitation to the VIP Patron Party
- Opportunity to provide branded favors to Booklovers Ball guests
- Listing in the Friends Foundation's 2021 Annual Report

Individual Tickets

Increase your team or client experience by purchasing additional tickets to expand your sponsorship seating benefits.

VIP Patron | $500 (includes a ticket to the VIP Patron Party on Thursday, August 26, and to the 2021 Booklovers Ball)

Individual | $350

Young Professional (under 35) | $275

Contact Nicole Capage-Brown • ncapage-brown@denverlibrary.org or 720-484-9044
Sponsorship Commitment Form

2021 Booklovers Ball: Booklovers in Bloom
Denver Public Library Friends Foundation
Friday, September 10, 2021

☐ Company Name: _____________________________________________________
   (as you would like it to be listed on recognition areas as applicable)

☐ Contact name: _______________________________________________________

☐ Address: ____________________________________________________________

☐ City, State, Zip: _____________________________________________________

☐ Email: ______________________________________________________________

Sponsorship Level:
☐ $25,000 Booklovers Ball Co-Presenting Sponsor
☐ $15,000 Bibliophile - Cocktail Hour Sponsorship
☐ $10,000 Aficionado - Program Sponsor
☐ $5,000 Fan - Table for 10

Tickets:
   ___ # of $500 per person VIP patron tickets
   ___ # of $350 per person individual tickets
   ___ # of $275 per person young professional tickets (under 35)

Payment:
☐ Enclosed is a check for $ _____________________________________________
   made payable to Denver Public Library Friends Foundation (DPLFF)

☐ Please charge my card
   Card number ________________________________________________________
   Expiration date _____________________________________________________
   Billing Zip __________________________________________________________

☐ Please send an invoice for $ _________________________________________

Please return to:
Nicole Capage-Brown, Director of Philanthropy, Denver Public Library Friends Foundation
10 West 14th Avenue Parkway, Denver, Colorado 80204
ncapage-brown@denverlibrary.org | 720-484-9044

All proceeds support the Denver Public Library Friends Foundation. EIN #: 84-6036979
IN-KIND SPONSORSHIP OPPORTUNITIES

Donate free or discounted products or services at the following commitment levels and receive recognition and sponsor benefits at the 2021 Booklovers Ball. Opportunities for in-kind donations include premium wine, beer and liquor, catering and entertainment, and items suitable for prize drawings. The value of the donation is based on the fair market, retail value.

**In-kind donations valued at $10,000 or greater**
- VIP table for 10 guests
- Logo on the invitation and event website
- Logo recognition on sponsor appreciation screens at the Booklovers Ball and the VIP Patron Party
- Invitation to the VIP Patron Party
- Social media posts on DPLFF social channels (audience ~ 7,000)
- Opportunity to provide branded favors to Booklovers Ball guests
- Listing in the Friends Foundation’s 2021 Annual Report

**In-kind donations valued between $5,000 to $9,999**
- Table for 10 guests
- Logo recognition on sponsor appreciation screens at the Booklovers Ball and the VIP Patron Party
- Logo on the event website
- Invitation to the VIP Patron Party
- Social media posts on DPLFF social channels (audience ~ 7,000)
- Opportunity to provide branded favors to Booklovers Ball guests
- Listing in the Friends Foundation’s 2021 Annual Report

**In-kind donations valued between $2,500 to $4,999**
- 2 VIP tickets
- Logo recognition on sponsor appreciation screens at the Booklovers Ball
- Invitation to the VIP Patron Party
- Social media posts on DPLFF social channels (audience ~7,000)
- Opportunity to provide branded favors to Booklovers Ball guests
- Listing in the Friends Foundation’s 2021 Annual Report

**In-kind donations valued at less than $2,500**
- Name recognition on sponsor appreciation signs at the Booklovers Ball
- Social media posts on DPLFF social channels (audience ~ 7,000)
- Opportunity to provide branded favors to Booklovers Ball guests
- Listing in the Friends Foundation’s 2021 Annual Report