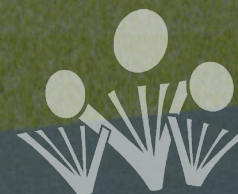


NORTH BRANCH

SPONSORSHIP PACKAGE



Sault Ste. Marie
Public Library
www.ssmpl.ca

WHY LIBRARIES ARE IMPORTANT

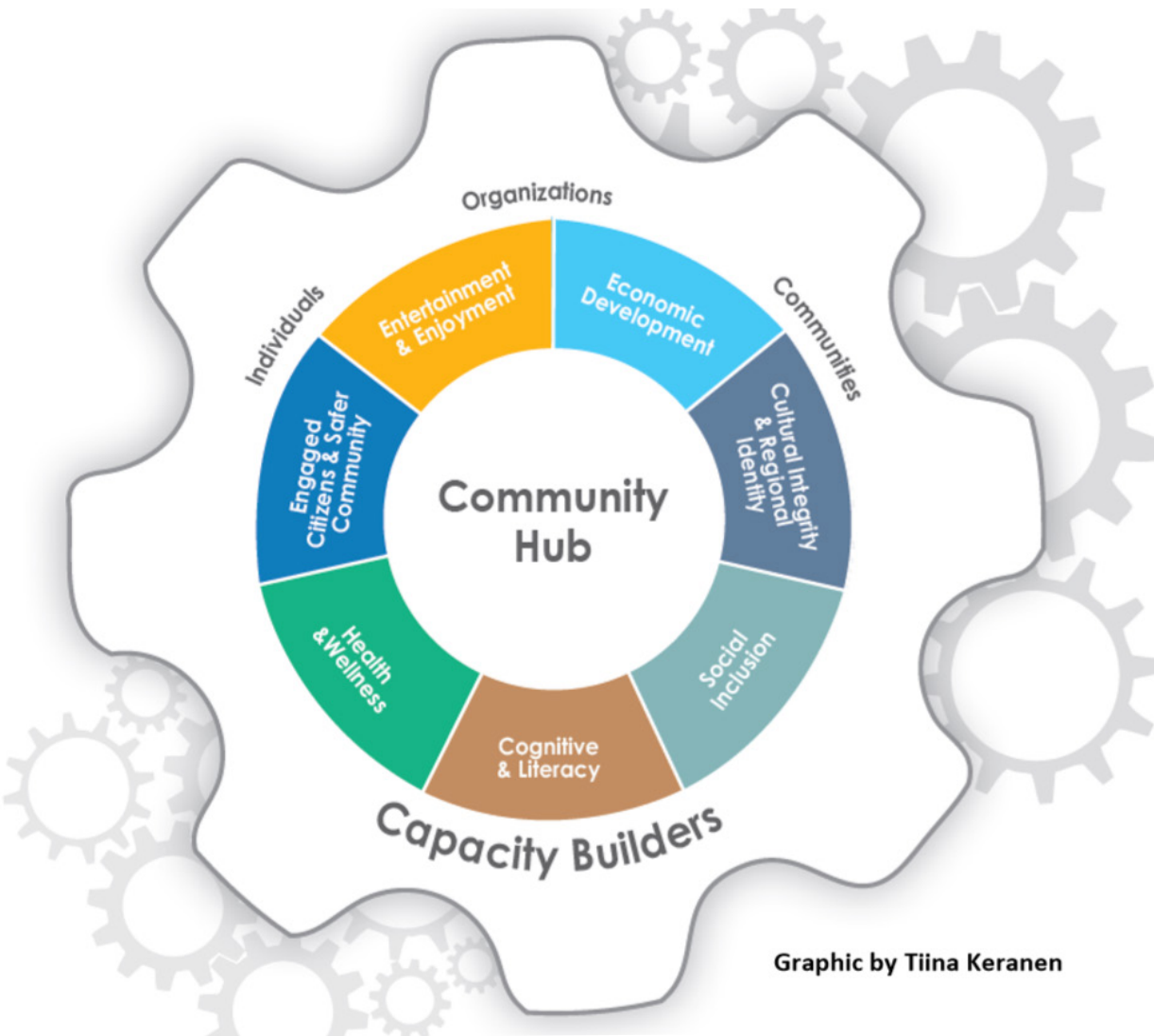
LIBRARIES AS COMMUNITY HUBS

Libraries are recognized as community hubs. They provide critical infrastructure for building individual, organizational and community capacity through their holistic nature, e.g., diverse collections, programming, and services.

Their physical locations serve as gathering places for people of all ages to engage in lifelong learning, experience and explore new dimensions, meet other people, and renew old friendships.

Libraries are places that spark change, increase understanding, and strengthen resolve. Interaction with others, in-person or via technology, fosters networks that support information gathering to better inform peoples' decision-making process. They provide a 'level playing field' by providing access to resources, and encouraging integration of all social strata in resource access.

- Dr. Gayle Broad and Dr. Jude Ortiz of NORDIK Institute



THE PILLARS OF SAULT STE. MARIE PUBLIC LIBRARY

PEOPLE



COMMUNITY



PRODUCTS



ENVIRONMENTS



FINANCIAL
MANAGEMENT



18,000+

LIBRARY
MEMBERS

27,000+

PATRONS
ATTENDED

294,190

PHYSICAL ITEMS
CHECKED OUT

224,848

LIBRARY VISITS

\$100,000

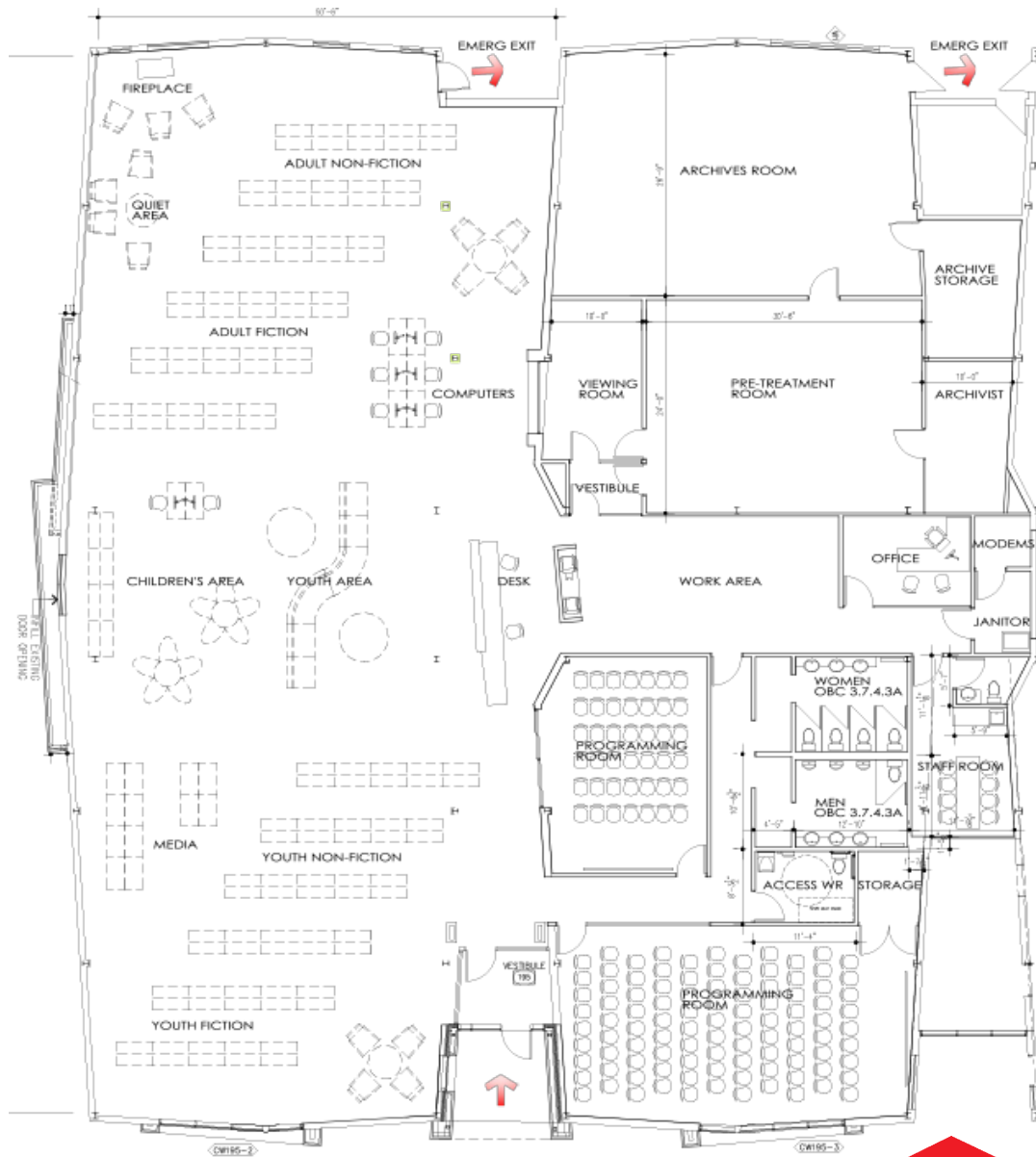
IN GOVERNMENT
FUNDING USED
TO RECARPET
THE LIBRARY
AND RENOVATE
THE PUBLIC
WASHROOMS

889
LIBRARY
PROGRAMS

55,748
E-BOOKS
CHECKED OUT

862,273
WEBSITE VISITS

THE NORTH BRANCH AT A GLANCE



WHAT MAKES THE BRANCH

Located on Northern Avenue, the North Branch will be our most central location, situated next to the Boreal School and within close proximity to many neighbourhoods including Senior Residences. Just west of Great Northern Road, the North Branch is conveniently located on bus routes, major road ways, and near shopping centres.

3,000 sq. feet for archives dedicated to preserving our community's history.

2 Program Rooms allowing for more programming and community meeting space.

5,000+ sq. feet of public space for collections, computers, programming, and public use.

6 internet computer stations available to the public.

ABOUT ARCHIVES



WHERE HISTORY CALLS HOME

Local residents need to know that the history of their community is open and available to them and that their history is being cared for and preserved for future generations.

Since its creation in the early 1990's, the Archives have amassed an impressive collection, documenting the history of Sault Ste. Marie and Algoma Region dating back as early as 1822. The largest portion of our collection details the industrial history of our community, which includes the Algoma Steel; Algoma Central Railway; and Abitibi Pulp and Paper collections. A significant portion of our collection highlights influential local individuals such as Francis Clergue who created Algoma Steel and many of the industrial complexes in the city, Dr. Roberta Bondar who was the first Canadian woman in space, and Col. Sydney Penhorwood, a World War I veteran who befriended the King of England. Material from our collection has been included in websites, university theses, magazine publications, and books by amateur and academic researchers across North America.

The newly built branch will have a dedicated space that will allow for the growth of the Archives in a climate controlled facility designed to properly preserve our community's history.

INVESTING IN YOUR COMMUNITY



Money raised during this campaign will be used to purchase books, technology, furniture, shelving and materials needed to provide quality programs for our community. Additionally, these funds will be used to purchase materials and supplies to ensure optimal preservation of items within the archives.

**Estimated finances available upon request.*

BECOME A SPONSOR



Name on Donor Wall

Acknowledgement
on Library's Website &
Social Media

Inclusion in Library's
Donor Recognition
Program



Name on Donor Wall

Acknowledgement
on Library's Website &
Social Media

Inclusion in Library's
Donor Recognition
Program

Invitation to Donors and
Volunteers Recognition
Night



Name on Donor Wall

Acknowledgement
on Library's Website &
Social Media

Inclusion in Library's
Donor Recognition
Program

Invitation to Donors and
Volunteers Recognition
Night and Preopening
Gala

A Personal Recognition
Certificate



Name on Donor Wall

Acknowledgement
on Library's Website &
Social Media

Inclusion in Library's
Donor Recognition
Program

Invitation to Donors and
Volunteers Recognition
Night

Invitation to Special
Preopening Gala

Thank You Ad in Print
and Other Media

A Personal Recognition
Certificate



Name on Donor Wall

Acknowledgement
on Library's Website &
Social Media

Inclusion in Library's
Donor Recognition
Program

Invitation to Donors and
Volunteers Recognition
Night

Invitation to Special
Preopening Gala

Thank You Ad in Print
and Other Media

A Personal Recognition
Certificate and Plaque

A News Release
Announcing Donation

NAMING RIGHTS



PROGRAM ROOM A

\$10,000 PER YEAR (5 YEAR MINIMUM)

\$75,000 FOR 10 YEARS

PROGRAM ROOM B

\$5,000 PER YEAR (5 YEAR MINIMUM)

\$35,000 FOR 10 YEARS

In addition to regular sponsorship there are opportunities to have one of the **North Branch's Program Rooms** named in honour of an individual, business, or organization.

Awarded naming rights will be followed by a media event and cheque presentation. You will be recognized as a Gold Sponsor and a plaque will be affixed to the room recognizing your contribution. All naming rights are subject to Library Board approval.

OTHER WAYS TO HELP

MAKE A DONATION

Whether a big donation or a small one, every financial contribution helps us provide the best possible services to our community. \$8.00 will purchase a children's book. \$115 will purchase two children's stacking chairs. \$1000 will purchase a public internet station. Every dollar counts.

Tax receipts will be issued for donations of \$25 or more.

ADVOCATE FOR YOUR LIBRARY

Not everyone will be able to contribute as much as they would like but they can still help by getting the word out.

Take part and encourage others to participate in Library fundraising or hold fundraisers of your own. Share your stories about all the great things the Library has done for you and does for others. The Library belongs to you and everyone in the community. Help make it the best it can be.





THANK YOU

Want to sponsor or make a donation?

Want to learn more about the North Branch?

We would love to hear from you, contact us today!

Helena Huopalainen
Manager of Community Engagement

Phone: 705 - 759 - 5243
Email: h.huopalainen@cityssm.on.ca

Library Administration

Phone: 705 - 759 - 5242
Email: admin.library@cityssm.on.ca