

E. G. FISHER

Public Library

Greetings,

At E.G. Fisher Public Library, we believe that libraries are more than buildings filled with books. They are heartbeats of the community. Every story, every event, and every smile we share is made possible through the generosity of people like you.

This season, we're embarking on a special mission: **to bring Sprout, our new library mascot, to life.** With your help, Sprout will become a friendly, familiar face that inspires children to read, brings joy at community events, and reminds everyone that the library is here for them.

Your sponsorship will directly support:

- **Mascot Costume** – Bringing Sprout into classrooms, festivals, and outreach events.
- **Sprout & Library Merchandise** – Sharing library pride and promoting reading.
- **Sprout's Children's Picture Book** – Sharing Sprout's story and inspiring a lifelong love of reading.

Your support doesn't just fund a costume or a book. It fuels imagination, builds community connections, and creates moments of joy that ripple far beyond our library's walls.

We invite you to consider becoming a sponsor at one of our giving tiers, or contributing any amount that feels meaningful to you. Together, we can help Sprout hop into the hearts of children and families across our community.

If you have any questions or comments, please don't hesitate to contact me at 423-745-7782 or programming@fisherlibrary.org. Thank you for your time.

Sincerely,

Meleena Livesay

Meleena Livesay

Program Director
E.G. Fisher Public Library



E.G. Fisher Public Library
1289 Ingleside Avenue Athens Tn 37303
Fisherlibrary.org
programming@fisherlibrary.org
EIN. 62-0818308



Sponsorship Packages and Prices

Your sponsorship helps E.G. Fisher Public Library bring **Sprout**, our official library mascot, to life! Choose a sponsorship tier that works for you — or donate any amount you'd like. Every gift makes a difference!

Every sponsorship tier offers valuable visibility for your business or organization while showing that you believe in creativity, education, and giving back.

Sponsorship Tiers

Tadpole Sponsor – \$250

For our entry-level supporters ready to make a splash.

- Logo on the back of our official launch t-shirts
- Thank-you on our website (Sprout's dedication page)

Froglet Sponsor – \$500

A perfect choice for those ready to help Sprout hop even higher.

- All Tadpole perks **PLUS**:
- 1 ad in our newsletter
- 1 ad on our social media

Frog Sponsor – \$1,000

The ultimate leap for those who want to be front and center in Sprout's debut.

- All Froglet perks **PLUS**:
- Larger logo on the shirt
- One-month marquee shout-out
- Dedicated social media thank-you post (Sprout will visit your business for a photo op if costume is completed)

All donations are tax-deductible.

Promotion Timeline & Guidelines

- **Sponsorship Promotions Window:** You will have 6 months from the date of sponsorship to select the event/month when your promotional benefits will be used.
- **Scheduling Your Perks:** Use the included form to request your sponsorship promotions. When ready, email or mail it to Meleena to schedule.

If We Don't Hear from You: If we have not received your selections by the 6-month deadline and we have reached out to you at least twice, the library reserves the right to create a general promotional ad featuring your logo and run it during a standard programming time. This ensures you still receive the visibility promised in your package



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Sprout Sponsorship Application Form

Thank you for your interest in sponsoring Sprout, our library mascot!

Please complete this form and return it by email or mail.

Date: _____ Business/Individual/Organization Name: _____

Contact Person: _____ Website: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

Telephone: _____ Email: _____

Program Package: _____ Price: _____

Payment Method (Please check one):

☐ Check (made payable to E.G. Fisher Public Library)

☐ Credit Card

☐ Cash

☐ Paypal

Logo Submission

Please attach your logo to an email and send it to programming@fisherlibrary.org.

Agreement

By submitting this application, I agree to the terms of the sponsorship as outlined in the Sprout Sponsorship Packet. I understand the sponsorship benefits and the timeline for scheduling promotions. I grant permission and consent to E.G. Fisher Public Library to use our logo solely for the purpose of promoting the sponsorship agreement between our organization and the library. I confirm that I have the authority to grant this permission. I have read and understand the terms of use located on the back of this document.

Signature: _____

Date: _____

Please send completed forms to:

Meleena Livesay

Email: programming@fisherlibrary.org

Mail: E.G. Fisher Public Library, 1289 Ingleside Avenue, Athens, TN 37303



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Terms of Use:

1. Logo Usage: The Library is authorized to use the sponsor's logo solely for promoting the sponsorship agreement. This includes use in promotional materials such as flyers, banners, digital media, event signage, merchandise, newsletters, social media posts, and the library's website. The Library agrees to use the logo in accordance with any brand guidelines provided by the sponsor. Any modifications to the logo will require prior sponsor approval.

2. Scope of Promotion: The sponsor acknowledges that the Library may promote the sponsorship agreement across its official communication channels, including social media platforms directly controlled by the Library. While the Library will make reasonable efforts to ensure appropriate use, it shall not be liable for logo or sponsorship promotion use on platforms not under its direct control.

3. Logo Integrity: The Library reserves the right to create promotional content that includes the sponsor's logo and name to fulfill sponsorship benefits. The sponsor may review promotional materials upon request prior to publication but final editorial control rests with the Library.

4. Duration, Termination, and Refunds: Either party may terminate this agreement upon written notice. Upon termination, the Library will cease using the sponsor's logo and promotional materials going forward but is not required to remove or retract prior uses. Sponsorship fees are non-refundable, regardless of termination or partial use of sponsorship benefits.

5. Grant of Permission: By signing the sponsorship agreement, the sponsor confirms they have the authority to grant permission for the use of their logo and name as outlined in this agreement.



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Sprout Sponsorship Promotion Scheduling Form

Thank you for sponsoring Sprout! Please use this form to schedule your promotional benefits.

Sponsor Name: _____

Contact Person: _____

Email: _____ **Phone:** _____

Choose your promotional benefits and preferred timing (Please Note you might not qualify for all promotion types depending on your tier package you purchased):

Promotion Type	Preferred Date or Event	Notes or Special Request
Newsletter		
Social Media Post		
Marquee Shout – Out		

Please submit this form by email or mail to:

Meleena Livesay

Email: programming@fisherlibrary.org

Mail: E.G. Fisher Public Library, 1289 Ingleside Avenue, Athens, TN 37303

Reminder: You have up to **8 months** from your sponsorship date to schedule your promotions. If we do not receive your preferences within that time, and after two follow-up attempts, we will create a general promotional ad featuring your logo.

Thank you for your support!

Together, we're helping Sprout leap into our community.



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