



BUSINESS SPONSORSHIP PACKAGE

We are thrilled to present an exciting opportunity for businesses as collaborators with Samuels Public Library. As a cornerstone of our community, Samuels Library is dedicated to our mission of bringing people, information, and ideas together to enrich lives and build community.

Your sponsorship will not only enhance our services, but also provide significant benefits to your business through strategic marketing and community engagement.



Erin Rooney
Library Director
erooney@samuelslibrary.net

Samuels Public Library
(540) 635-3153
330 East Criser Road
Front Royal, VA 22630



Amy Hayes
Development Administrator
ahayes@samuelslibrary.net



ABOUT SAMUELS LIBRARY

Samuels Public Library has served our community of Front Royal and Warren County for over 200 years. Starting as the second subscription library in the state of Virginia in 1799, known as the Front Royal Library Society, the community library has now prospered into an award-winning educational institution and vibrant community hub.

With an unwavering commitment to providing our community with free and equal access to library resources, services and programming, Samuels Library serves as a cornerstone in our community, providing a wide array of educational and literacy opportunities.

As a part of our mission, we value local and regional partnerships that strengthen community ties and promote a sense of unity and shared purpose.

Our Mission

Samuels Public Library is dedicated to bringing people, information, and ideas together to enrich lives and build community.



2026 Community Report Stats



132,854
Visitors



16,434
Total Patrons



397,546
Total Checkouts



1,312 Programs
with **25,667** Attendees



\$2,717,522
Amount Patrons Saved
Using the Library



13,455
Volunteer Hours

BENEFITS FOR SPONSORS

COMMUNITY-CENTERED BRAND VISIBILITY

Support one of the community's most valued institutions while gaining meaningful exposure. Sponsors receive recognition across print, digital, and in-library platforms, including event promotions, social media, program materials, and our online sponsorship webpage. With more than 25,000 program attendees in 2026, your business reaches families, educators, professionals, and lifelong learners throughout Warren County.

PROGRAM & EVENT SPONSORSHIP

Support educational, cultural, and community programs that serve thousands of residents each year. Sponsorship opportunities include youth, adult, family, and senior programs, signature community events, and major fundraisers, allowing your business to demonstrate community leadership while making a lasting local impact.

SOCIAL MEDIA & NEWSLETTER PROMOTION

Extend your reach through Samuels Public Library's communication channels, including recognition on Facebook (5.3K followers), Instagram, LinkedIn, and in our *Turn the Page* newsletter and *Next Chapter News* on Substack, connecting your business with readers, donors, and community supporters.

BUSINESS SPONSORSHIP OPPORTUNITIES

<i>Promotional Benefits</i>	<i>\$10,000+ annually</i>	<i>\$5,000+ annually</i>	<i>\$1,000+ annually</i>	<i>\$250+ annually</i>
Sponsor up to 4 library programs or events, with Business Name & Logo on all relevant promotional materials	✓			
Custom-made professional business sponsor banner placed in highly visible area at sponsored programs/events	✓			
Business summary and website link with business name & logo) on dedicated Business Sponsorship webpage	✓	✓		
Sponsor up to 2 library programs or events with Business Name & Logo on all relevant promotional materials	✓	✓		
Quarterly mention on Library's social media and in Library newsletters (<i>Turn the Page</i> & <i>Next Chapter News</i>)	✓	✓		
Business Name & Logo on dedicated Business Sponsor slide on digital screens in the Library	✓	✓	✓	
Individual or Business Name on Donor Recognition Wall in the Library Cafe	✓	✓	✓	
Co-sponsor up to 1 library program or event with <i>Business Name & Logo on all relevant promotional materials</i>	✓	✓	✓	✓
Annual mention on social media and in Library newsletters (<i>Turn the Page</i> & <i>Next Chapter News</i> on Substack)	✓	✓	✓	✓
Business Name & Logo on our dedicated Business Sponsorship webpage	✓	✓	✓	✓

Have a program or workshop idea?
Share it with us!

LIBRARY HIGHLIGHTS

Samuels Public Library has continued to expand services, strengthen community engagement, and earn statewide recognition for innovation and excellence. The Virginia Public Library Directors Association recognized Samuels Library with the following awards:

- **Impactful Marketing/Public Relations Effort Award** for the library's blog and e-newsletter *Next Chapter News*
- **Outstanding Program/Event/Class for All Ages (Families) Award** for SamiCon
- **2026 Staff Member of the Year**, awarded to Development Administrator Amy Hayes

Samuels Public Library was honored with the **2025 Advocacy Award** by the Virginia Library Association for advocacy of libraries and/or information access and whose activities have contributed to the development, growth, and extension of library and information services.



Samuels Public Library



Samuels Library opened Studio 330 in October 2024 thanks to a five-year Mellon Foundation grant.

This creative Memory Lab and Makerspace enables us to offer innovative programming opportunities such as sewing and embroidering, laser cutting, 3D printing, Cricut projects, and more!

PARTNER WITH SAMUELS LIBRARY TO SUPPORT LITERACY AND LEARNING IN OUR COMMUNITY!

We hope we can look forward to collaborating with you and your business to enrich lives and build community.

CONTACT

Phone (540) 635-3153

Website samuelslibrary.net

Email erooney@samuelslibrary.net

Address 330 East Criser Road, Front Royal, VA 22630

To set up a meeting to discuss business sponsorship opportunities, please email Library Director Erin Rooney at erooney@samuelslibrary.net

Become a Business Sponsor!



Organization / Business: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Primary Contact Name & Title: _____

Phone: (____) _____ - _____ Email: _____

Sponsorship Level / Annual Pledge Amount

\$ _____

Sponsorship Term (*minimum committment - 1 year*)

☐ One Year ☐ Multi-Year (*please specify*): _____

By signing below, I pledge that _____ will support Samuels Library as a Business Sponsor at the level indicated above for the duration specific. I understand that:

- Recognition and logo usage will be applied in accordance with the selected sponsorship level.
- Samuels Public Library will not use the sponsor's name, logo, or participation for political purposes or for any activities that do not align with the mission and values of the Library.
- Sponsorship benefits are promotional in nature and do not imply endorsement of any political or commercial positions.

This agreement reflects a shared committment to strengthening the community through education, access, and lifelong learning for at least one year from the signed date on this form. Logo and participation will not be used for political or other purposes not supported by Samuels Public Library.

Authorized Signature: _____

Printed Name: _____

Date: ____ / ____ / ____

Thank you for partnering with Samuels Public Library and helping us serve our community today and for generations to come.



Why Be a Business Sponsor?

Samuels Public Library is more than a place to borrow books – it is a cornerstone of community life in Warren County. Each year, the Library serves thousands of residents through educational programs, cultural events, workforce development resources, youth enrichments, and lifelong learning opportunities for all ages.

When your business sponsors the Library, you are:

- Supporting access to free and equitable educational opportunities
- Strengthening literacy, creativity, and lifelong learning
- Promoting your business to a broad, engaged audience of local residents and people from surrounding areas who frequent the Library
- Demonstrating visible leadership and commitment to the community

Summary of Business Sponsorship Tiers

For a full list of benefits, please refer to the Business Sponsorship Opportunities table in the Business Sponsorship Package.

- \$250+ / year: An accessible way to support the Library while gaining foundational visibility through program/event co-sponsorship and annual recognition on social media and our Library newsletters (*Turn the Page & Next Chapter News on Substack*)
- \$1,000+ / year: Ideal for businesses seeking stronger community presence, this level offers increased in-library recognition and enhanced digital visibility alongside program or event sponsorship.
- \$5,000+ / year: Designed for sustained engagement, this tier provides expanded promotional opportunities, more frequent recognition, and deeper alignment with multiple library programs or events.
- \$10,000+ / year: Our highest sponsorship level offers maximum visibility, customized recognition, and leadership positioning through multi-program sponsorship and high-impact community engagement.

To the extent that they wish to be involved, sponsors may coordinate with the Library Director to discuss the level of participation in the planning and preparation phases of programs/events selected for sponsorship. Sponsors make a financial commitment to the Library, pledging whatever amount they feel is appropriate.

Questions? Please contact Library Director Erin Rooney:

erooney@samuelslibrary.net | (540) 635-3153 ext. 110