



Sponsorship Proposal

2025

San Mateo Celebrates!
A National Library Week Festival

April 6-12, 2025

Supported by thousands of community members from San Mateo, Hillsborough, and beyond, *San Mateo Celebrates! A National Library Week Festival* is a vehicle for local businesses big and small to show their support for our community of 76,000+ library card holders, while also making real impact in expanding our reach to those who may not yet know about—but need—the free services, programs, and resources our San Mateo Public Library offers.

Designed to delight a wide range of audiences, *San Mateo Celebrates!* is a week of specialized programming; amplified versions of what is made accessible by our Children’s, Teens, Adults, Literacy, and Circulation departments year-round.

With your support, this magical and intergenerational week of cultural and educational events can continue to grow to its full potential, creating an annual opportunity for wholesome and intergenerational exploration, learning, and connection.



Festival Mission

The week of programming is designed to:

- Highlight and amplify what the Library does year round
- Make participants aware of the free programs, services and resources at their local Library
- Expand opportunities for cultural edutainment and intergenerational connection in our community

Contact:

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 San Mateo CA 94402





San Mateo Celebrates!



Event Schedule

National Library Week | April 6-12, 2025

06 APR

Festival in the Library



The kick-off celebration features a special edition of Storytime with four-legged guests, a magic show, a ukulele community jam, and a visit by *Hilo* creator, **Judd Winick**. Food trucks on site.

Main Library | 10am-2pm

07 APR

San Mateo Shakes



SF Shakespeare Festival brings their rendition of **Romeo and Juliet** to us. Follow two star-crossed teenagers as they fall in love despite their families' bitter feud. Set in the 1960's, director Katja Rivera shows how lives can change in an instant.

Oak Room, Main Library | 4:30-5:30pm

08 APR

San Mateo Chats



Stanford Associate Professor James Zou joins us to talk about the research that put him on the cover of **Nature Medicine** and how we can use AI to support our health.

Oak Room, Main Library | 6-7:30pm

09 APR

San Mateo Delights



Music at Kohl Mansion presents the Pan-Latin quartet **SUDAMERICANTO** which takes us on a journey through South American and Caribbean traditions with a Brazilian jazz twist.

Oak Room, Main Library | 6:30-8:30pm

10 APR

San Mateo Reflects



How the Laws of Fashion Changed History: Stanford Law Professor Richard Thompson Ford takes us on a cultural journey that will change how you think about what you wear.

Oak Room, Main Library | 5:30-7:30pm

11 APR

San Mateo Knows: Trivia Night



Test your knowledge in the trivia game other library's librarians come to! This is a special, ticketed edition of **Trivia Night**; proceeds benefit the San Mateo Public Library.

Oak Room, Main Library | 5:30-8:30pm

12 APR

San Mateo Juega



Bilingual educator and performer **Jose-Luis Orozco** headlines an afternoon of community fun. San Mateo County Poet Laureate **Jorge Argueta** announces winners of the children's poetry contest.

King Community Center | 2-4pm
Community Resource Fair | 12-2pm

San Mateo Seeks Mar 1 - Apr 9

Join our self-paced Library Scavenger Hunt for all skill levels! Choose from two paths: explore one branch or all three. Play solo or as a team—great for families. Prizes announced at San Mateo Juega.



Sponsorship Packages



Title Sponsor

Presenter

Celebrator

Community Champions

\$10,000

\$7,500

\$5,000

\$2,500

\$1,000

\$500

	Title Sponsor	Presenter	Celebrator	Community Champions		
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Co-presentation of festival	X					
Logo in <i>SM Daily Journal</i> ad	X*					
Social media 60 second video documentary	X	X				
Naming of one event <i>Juega, Delights, Chats, Reflects, Knows</i>		X*				
Ad in <i>The Link</i>	Full inside cover spread	Full spread	One page			
Verbal mention at all festival events	X	X	X			
Logo on official festival program	X	X	X			
Logo on banner at all festival events	X	X	X	X	X	
Name on banner at all festival events						X

*these sponsorship benefits are deadline-sensitive

Additional Opportunities for Support

Help us save SMPL’s 25-year-old Summer Learning Program, a community cornerstone that in 2024 kept over 6,000 kids and 1,350 teens on the path to academic success over summer break.

With the loss of Measure K funding, the program is at risk for 2025. We’re launching a Fund-A-Need campaign during *San Mateo Celebrates!* to raise the \$60,000 needed to continue this program.

- We’re seeking **seed funding** to kickstart donations which will be credited in promotional materials. Join us to ensure literacy and learning thrive in our community!

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SMPLF is a 501(C)(3) | Tax ID: 94-3191775

Thank you !



San Mateo Public Library