



Sponsorship Proposal

2025

National Library Week Festival

San Mateo Celebrates!

April 6-12, 2025

San Mateo Public Library
55 West Third Avenue
San Mateo, CA 94402

Contact

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San Mateo
Public Library
Foundation

Introduction

Supported by thousands of community members from San Mateo, Hillsborough, and beyond, *San Mateo Celebrates!* in its third year is positioned to be the most dynamic celebration of National Library Week on the Peninsula.

This festival has been 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 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.

San Mateo Celebrates! is produced in partnership by the San Mateo Public Library and its Foundation.

San Mateo Celebrates!





About The Event

San Mateo Celebrates! was conceptualized by the San Mateo Public Library Foundation as a vehicle to raise awareness and money for the services, programs, and spaces of the San Mateo Public Library.

The National Library Week festival has been cultivated as a meaningful opportunity for corporate and small businesses to show their support for the Library while simultaneously sponsoring a series of events that delight the community.

April's annual National Library Week is the perfect time to gather around our Public Library, a community cornerstone that brings free opportunities for exploration, learning, and connection to friends, family, and neighbors of all ages and abilities.



Festival Mission

The week of programming is designed to highlight and amplify what the Library does year round

Making participants aware of the free programs, services and resources at their local Library

Expanding opportunities for cultural edutainment and intergenerational connection in our community

2025 Festival Highlights



José-Luis Orozco

Bilingual Children's
Educator and
Performer

San Mateo Juega



Judd Winick

Author/Illustrator of
NY Times bestselling
youth series 'HILO'

Festival in the Library



**Richard
Thompson Ford**

Stanford Law
Professor and Author
of 'Dress Codes'

San Mateo Reflects



James Zou

Stanford Researcher,
Director of Stanford
Data4Health

San Mateo Chats

MAR 11-
APR 11

San Mateo Seeks

A self-paced Library Scavenger Hunt designed for various skill levels!

We offer two pathways to play: one is to complete questions for just one branch and the other has you visit all three branches of the San Mateo Public Library. Seek answers on your own or as part of a team: perfect for families.

2025 Event Schedule

06
APR

Festival in the Library

Family Day at the Main Branch

Enjoy a thoughtful lineup of family programming that includes a special edition of Storytime, a magic show, ukulele community jam, and a wildly popular author visit!

Main Library | 10am-3pm

07
APR

San Mateo Shakes

SF Shakespeare Tour's 'Romeo and Juliet'

Community favorite SF Shakespeare Festival brings their rendition of the famed 'Romeo and Juliet' to our Library. An annual hit for patrons across all generations!

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

08
APR

San Mateo Chats

Research at the intersection of AI and Healthcare

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

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

09
APR

San Mateo Delights 🎵

An evening of chamber music at the Library

Inspired by regular musical programming at SMPL made possible in partnership with Music at Kohl Mansion, we bring you an evening of community delight and harmony.

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

10
APR

San Mateo Reflects

'How the Laws of Fashion Changed History'

Join 'Dress Codes' author and Stanford Law Professor Richard Thompson Ford as he takes us on a fascinating cultural journey through the ages. *"Sharp and entertaining"* —*Wall Street Journal*

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

11
APR

Trivia Night: Special Edition

The Peninsula's favorite Trivia Night returns!

The trivia night other library's librarians come to! We host a special ticketed edition of this 8 year old community favorite. Proceeds benefit the San Mateo Public Library.

Oak Room, Main Library | 6-8pm

12
APR

San Mateo Juega

Featuring bilingual educator and performer Jose-Luis Orozco

San Mateo Celebrates brings family-friendly programming to the King Community Center in North Central San Mateo as part of our commitment to outreach and inclusion.

King Community Center | 3-5pm

Sponsorship Packages



Title Sponsor

Highest level of visibility and exposure on-site and off. Your logo will appear next to the festival logo on our website, in all marketing materials (printed and digital), with live mention in opening and closing at all 7 events.

\$10,000



Presenter

Your company brands an event of your choosing (Juega, Delights, Reflects, Chats). This includes static on-screen logo placement at the event, plus an opportunity to participate in event opening remarks.

\$7,500



Celebrator

As a Celebrator, your company is mentioned at all events, and your logo appears in the official festival program, banners, and social media.

\$5,000



Champion

Community Champions are included on banners and the festival's event website.

\$500-2500

	TITLE SPONSOR	PRESENTER	CELEBRATOR	COMMUNITY CHAMPIONS		
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Co-presentation of festival	X					
Logo in newspaper ad	X					
Social media 60-second video documentary	X	X				
Naming of one event <i>Juega, Delights, Chats/Reflects</i>		X				
Ad in The Link	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



San Mateo Celebrates!

Should your business be interested in the packages detailed in this proposal, please contact Sarah Meier-Heredia **on or before 11/15/2024**.

THANK YOU

Contact

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