



2026 Winter Reading Sponsorships

Reading is a lifelong pursuit that brings joy, knowledge, and personal growth.

Harford County Public Library is dedicated to promoting literacy and fostering a love of reading among individuals of all ages. The Library's Winter Reading Program encourages reading during the colder months and engages the community in a variety of literary activities.

This year's Winter Reading Program will inspire individuals of all ages to embark on literary journeys that will broaden their horizons and enrich their lives.

We anticipate 6,000 individuals will participate in this year's exciting Winter Reading Challenge, "80 Winters of Wonder."

Winter Reading Program Sponsorships offer outstanding recognition opportunities. Sponsor logos will be prominently displayed on flat screens at our 11 branches, in all promotional materials, on

our website, e-blasts, and on the collector's mug given to participants who complete the program. The mugs are very popular among our patrons, and the release of their design is highly anticipated each year.

Further, our multi-media sponsor recognition packages reach the Library's 145,000 registered borrowers. That figure represents more than 60% of Harford County's total population, AND a very engaged audience, as our Library cardholders check out items on average 11 times a year, circulating over 4.1 million items annually!

The HCPL Foundation is a 501(c)(3) organization, allowing sponsorships to be fully tax-deductible to the extent allowed by law. We appreciate your consideration for this meaningful program. Please don't hesitate to contact Amber Shrodes at shrodes@hcplonline.org to confirm your sponsorship today.

I want to be a 2026 Winter Reading Sponsor!

□ **HEADLINING: \$3,000**

Logo prominently featured on:

- Completer mug (if committed before 10/14/2025)
- Website
- Flat screens at our branches
- Promotional materials
- E-blasts
- Social Media sites

□ **SUPPORTING: \$1,500**

Smaller logo included on:

- Completer mug (if committed before 10/14/2025)
- Website
- Flat screens at our branches
- Promotional materials
- E-blasts
- Social Media sites

Company Name

Contact Person

Contact Email and Phone Number

Address

City, State Zip