

**Smile! Henry & Betsey Crandall Award Dinner**  
To Benefit Crandall Public Library  
Honoring Dr. John & Pat Schutze  
Friday, November 15, 2024 • 5:30 p.m.  
The Park Theater

**Sponsorship Opportunities & Benefits**

**Premier - \$5,000**

- Full-page, prominently placed color ad (5'w x 8'h)
- Up to 16 complimentary reservations (two tables of eight)
- Logo, top tier on signage
- Logo, top tier with link in monthly eNewsletter for 12 months
- Logo and link on CPL homepage and event website
- Mention in all event-related social media posts with link if applicable

**Platinum - \$2,500**

- Full-page, black & white ad (5'w x 8'h)
- Up to eight complimentary reservations (one table of eight)
- Logo, second tier on signage
- Logo, second tier with link in monthly eNewsletter for 12 months
- Logo and link on CPL event website
- Mention in four event-related social media posts with link if applicable

**Gold - \$1,000**

- Half-page, black & white ad (5'w x 3.75'h)
- Up to six complimentary reservations
- Logo, third tier on signage
- Logo, third tier in monthly eNewsletter for 12 months
- Logo on CPL event website
- Mention in two event-related social media posts with link if applicable

**Silver - \$500**

- Quarter-page, black & white ad (2.25'w x 3.75'h)
- Up to four complimentary reservations
- Logo on and signage
- Listing in monthly eNewsletter for 12 months
- Listing on CPL event website



**Library Statistics**

- **Visitors**  
242,926
- **Card Holders**  
28,537
- **Website Visits**  
266,749
- **Facebook Followers**  
10,000+
- **Instagram Followers**  
1,610
- **Email Recipients**  
7,817

**Deadlines:**

- Oct. 4: Logo for Social Media
- Oct. 31: Logo for Program (*high res jpg/pdf*)
- Nov. 4: Program Ad (*high res jpg/pdf*)

Email logos and ads to Kathy Naftaly @ [knaftaly@sals.edu](mailto:knaftaly@sals.edu) or call 518-792-6508, ext. 288 for more information.

**Payment:**

For payment by check (made out to Crandall Public Library), mail to Kathy Naftaly, Crandall Public Library, 251 Glen Street, Glens Falls, NY 12804.

Thank you!