



The Old Lyme-Phoebe Griffin Noyes Library has been a part of the Old Lyme community for over 120 years. As an active member of the community, we welcome nearly 50,000 people through our doors each year and provide service to all segments of our community—from families with young children to teens to middle-aged adults to senior citizens.

As a local non-profit, more than half of the Library's operating budget comes from private sources. We are proud of our strong public/private partnership with the Town of Old Lyme, and we could not operate without their 43% share of our annual funding. However, we still need your help for the remaining 57%.

We've listed the benefits you'll enjoy should you decide to become one of our business sponsors. Sponsorship levels start at \$125 and include recognition in our newsletter (mailed to over 7,000 local households) as well as year-long recognition on the Library's website. See the opposite page to find the sponsorship level that's right for your company.

**We look forward to working with you!**

## 2021 Business Sponsors

You're in good company! We are grateful to acknowledge these businesses that partnered with and provided support to the Library in 2021.

- Paul Burdick Oil. Co.**
- Essex Financial Services**
- Sicuranza Electric, LLC**
- Suisman, Shapiro Attorneys at Law**
- Lyme Old Lyme Education Foundation**
- EcoEnergy, LLC**
- Reynolds' Subaru**
- William Pitt Sotheby's International Realty**
- Quality Printers**
- Doherty, Beals & Banks, PC**
- Essex Boat Works**
- Laysville LLC | Coffee's Country Market**
- Old Lyme Marina**
- Old Lyme Marketplace**
- Old Lyme Veterinary Hospital**
- Pine Point School**
- Teddy's Old Lyme Pizza Palace**
- ABM Business Systems LLC**
- Caliber Computing**
- Gull Associates, Inc.**
- The Carousel Shop**

**your audience is at  
the Phoebe.**

Phoebe Griffin Noyes was the friend whose door was always open, laughter and conversations flooding the streets. Two centuries later, the discussions are just as lively and the laughter just as strong.

**Looking for the heart  
of Old Lyme?**

**Find it at the Phoebe.**

**Business Sponsorship**



|                                    |   |                                   | 2022 Sponsorship Levels |       |       |         |         |          |
|------------------------------------|---|-----------------------------------|-------------------------|-------|-------|---------|---------|----------|
| Recognition Details                |   | Audience                          | \$125                   | \$250 | \$500 | \$1,000 | \$2,000 | \$5,000+ |
| Newsletter & Annual Report Listing | Recognition in one of our town-wide newsletters   | 7K+ household readership          | ✓                       | ✓     | ✓     | ✓       | ✓       | ✓        |
| Website Listing + Link             | Recognition on our website. Your logo will link directly to your business website.  | 40K+ annual page views            | ✓                       | ✓     | ✓     | ✓       | ✓       | ✓        |
| Digital Bulletin Board             | Recognition on the digital bulletin board in the Library lobby.   | 50K+ annual visitors              |                         | ✓     | ✓     | ✓       | ✓       | ✓        |
| E-News                             | Your business will be featured in one of the Library's e-news communications.   | 2,500+ subscribers                |                         |       | ✓     | ✓       | ✓       | ✓        |
| Newsletter & Annual Report Logo    | Your business logo will be prominently displayed in one of our town-wide newsletters and annual report.   | 7K+ household readership          |                         |       |       | ✓       | ✓       | ✓        |
| Annual Report Ad                   | Your business ad will be featured on the back cover of the Library's annual report.   | 800+ readership to Library donors |                         |       |       |         | ✓       | ✓        |
| <b>Matching Partner Package</b>    | Your business will be prominently featured on the Library's campaign materials. We will work with you to develop a custom package designed to leverage your business and the Library's fundraising needs. |                                   |                         |       |       |         |         | ✓        |

**Partnering with the Library is the smart way to stretch your advertising budget. Here's how...**

- 1** Fill out the enclosed sponsorship form and mail it with payment using the enclosed, pre-addressed envelope.
- 2** Email your high resolution logo to Development Assistant Katie Balocca at [kbalocca@oldlymelibrary.org](mailto:kbalocca@oldlymelibrary.org).
- 3** Enjoy the benefits of knowing you're helping to spread the joy of reading and discovery in your community while also reaching your customers.

## Questions?

Contact Library Director Katie Huffman at 860.434.1684 x110 or [khuffman@oldlymelibrary.org](mailto:khuffman@oldlymelibrary.org)

or Development Assistant Katie Balocca at 860.434.1684 x122 or [kbalocca@oldlymelibrary.org](mailto:kbalocca@oldlymelibrary.org)