

A close-up photograph of a doll's face, focusing on its mouth. The doll has pale skin and dark, hollow eyes. Its lips are painted a vibrant, textured red. A hand with red-painted fingernails is shown near the mouth, with a red streak running down the skin. The background is solid black.

hush hush

IF YOU DARE...
HALLOWEEN AT THE LIBRARY
SATURDAY, OCTOBER 31, 2015

Sponsorship Opportunities



hush hush

In 2014, the Hush Hush party crowded the stacks with 400 party-goers and raised \$75,000 in support of Toronto Public Library, the busiest urban public library system in the world. With 28 media hits, generating a reach of over 6 million impressions, this party with Toronto's up-and-comers is not to be missed!

This Halloween, the third edition of New Collection's party in the stacks will transform the Bloor/Gladstone Library branch into a horrifying after-hours space ready to become the Halloween haunt.

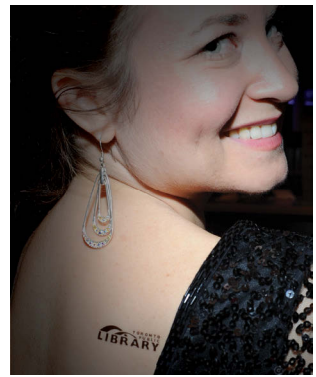
EVENT DETAILS

SATURDAY,
OCTOBER 31, 2015
AT 9:00 PM

- WHERE: Bloor / Gladstone Library Branch, 1101 Bloor Street West
- EVENT URL: tplfoundation.ca/hush-hush
- CHARITY URL: tplfoundation.ca
- TWITTER: [@newcollectioner](https://twitter.com/newcollectioner)
- FACEBOOK: facebook.com/newcollectioner
- INSTAGRAM: [newcollectioner](https://instagram.com/newcollectioner)



What's New?



New Collection is a members program offering young Torontonians exclusive access to the city's vibrant literary scene.

New Collection is an all-access pass to events that brings together the culturally curious with prominent writers, artists and intellectuals – in support of the busiest urban public library system in the world, **Toronto Public Library.**



First Edition
\$20,000

Second Edition
\$10,000

Third Edition
\$5,000

Fourth Edition
\$2,500

*In-kind Sponsorship Opportunities include:
Food, Beverage, Prize, Décor,
Print, Gift Bag, etc.*

Why sponsor hush hush?

- Reach and connect with a valuable demographic of young Torontonians in their 20's, 30's and 40's, including emerging leaders and influencers.
- Gain exposure through a public relations campaign, including a pre-event social media campaign and post event media coverage.
- Entertain clients and provide employee incentives.
- Invest in our city's success by supporting the Toronto Public Library Foundation's ability to enhance library collections, programs and services, and community spaces.

Benefits include:

• **TICKETS TO THE EVENT**

- Brand recognition on promotional, digital and on-site materials.
- Brand exposure through traditional and social media channels.
- Opportunities for on-site brand activations.

We are happy to develop a customized package that aligns with your organization's values and standards to best achieve your marketing objectives and business needs.

hush hush

An innovative and exciting event, Hush Hush captures the attention of Toronto media. In 2014, the media relations campaign strategically targeted an audience of young professionals and generated 28 media stories with a reach of over 6 million impressions for Hush Hush, Toronto Public Library Foundation and our sponsors.



hush hush

is an event that gets people talking

In 2015, our media relations efforts will leverage media partnerships to expand coverage of the third annual Hush Hush party. As a sponsor, you will receive recognition pre and post-event.

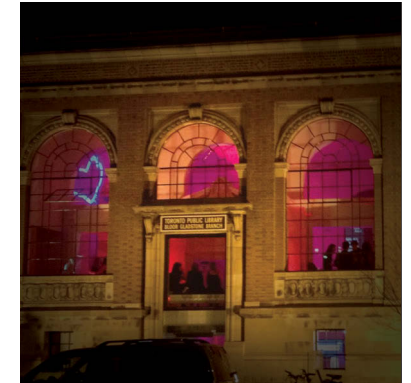


Highlights of advance and post-event coverage for Hush Hush included stories in priority media outlets such as *Huffington Post*, *blogTO*, *Notable*, *She Does the City* and *CBC News*. Media Sponsor *Toronto Life* provided online digital advertising space, an e-blast sent out to a list of over 17,000 Torontonians, as well as prominent banner space on the *Toronto Life* website.



THE 2015 MEDIA RELATIONS CAMPAIGN WILL INCLUDE:

- Press release targeting major GTA media including traditional print and broadcast media as well as influential bloggers
- Media pitches to various media outlets in Toronto for advance coverage
- Invitations issued to society press, Toronto media and influential bloggers
- Day-of media advisory to Toronto news and assignment desks for print and television coverage
- Photography issued to society press
- Promotion through the Foundation, Library and various committee social media channels

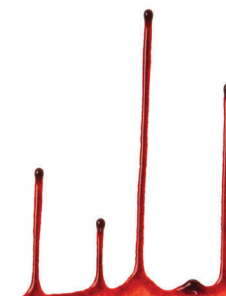
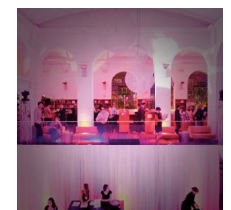


About Toronto Public Library

Toronto Public Library is the busiest urban public library system in the world. Visit one of our 100 branches and you'll see a community hub where young and old, students, parents, professionals and the ever-curious come to read, learn, connect and create. In fact, 72% of Torontonians use the library and 92% agree that it is an important resource for our community.

Although many of us think that the Library is fully supported by municipal taxes – it isn't. Donations are vital to fund groundbreaking programs and services, innovative community spaces and exceptional book collections. Since 1997, the Toronto Public Library Foundation has raised \$69 million thanks to its generous supporters.

Funds raised through Hush Hush will help Toronto Public Library achieve its goal of building a city of readers, developing a city of learners and connecting a city of creators.



HUSH HUSH COMMITTEE

Samantha Banks
Ken Bursey
Liam Callahan
Arantxa Castelino
David Delaney, co-chair
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Alusha Domanska
Jacob Field-Marsham
Nicolette French
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