

**Sponsorship Package**  
***Annual Benefit Cocktail Party***  
**Wednesday, November 6, 2019**  
***Guest of Honour***  
**Paul K. Marchand**



We invite you to support the Atwater Library by being a sponsor of our benefit event as we celebrate 191 years of service to the Montreal region and the 100<sup>th</sup> anniversary of our beautiful building, centrally located in Westmount.

We are a unique English-language community resource providing much-needed educational, cultural and social programs and services.

We welcome everyone and attract over 100,000 user visits a year to our attractive and well-equipped building, which we are tastefully upgrading and making accessible.

We also do a great deal of work offsite in partnership with other community groups and schools – mainly digital literacy activities and media collaboration.

Our amazing staff and many capable volunteers make special efforts to serve people who are disadvantaged and coping with challenges

Our organization is a registered charity and we rely heavily on private donors and sponsors for our vitality.

### ***Why we need – and merit – your support***

In 1828 visionary Montrealers founded our organization as the Montreal Mechanics' Institution. Today the Atwater Library and Computer Centre carries on our founders' vision of building a better Montreal by fostering lifelong learning. There has always been an emphasis on serving people striving to overcome challenges and adversity. We also pride ourselves in being agile and quick to respond to new needs and adopt new technology.

More than 35 years ago we established our Computer Centre and have since worked with thousands of people, young and old, helping them acquire and upgrade their computer skills and learn to use digital technology to meet their personal and economic needs. We frequently collaborate with community groups and schools, facilitating media creation and fostering responsible digital citizenship. We continue to operate one of Canada's oldest lending libraries and now loan eBooks, audio books and DVDs as well as traditional materials on paper.

As well, we host close to 100 free educational and cultural events a year, attracting people from all over the Greater Montreal region. These events range from lectures, author readings, film screenings and musical performances to information sessions on personal finances. In addition, people with dementia, along with their relatives and caregivers, gather at our monthly Alzheimer Café, which we co-host with the Alzheimer Society of Montreal.

Because governments provide only a small portion our organization's modest operating budget, plus some short-term project grants, we rely heavily on donations and income from fees and rentals to sustain our programs and services. We do not have an endowment fund and get nothing from Centraide, so fundraising activities are critical for our continued viability.

Our 100-year-old heritage building, strategically located in Westmount by major Montreal public transit stops, is one of the organization's greatest assets, albeit one that also entails shouldering significant costs.



## ***About Our Annual Fundraiser***

Once again in 2019, the highlight of the Atwater Library's annual fundraising campaign will be a Benefit Cocktail Party and Silent Auction, set for **Wednesday, November 6** in our beautiful heritage building, which has been designated a National Historic Site.

Our Guest of Honour this year is **Paul K. Marchand**, a leader in the life insurance business who has contributed generously to our organization for many years. We are touched to know that part of the reason he supports us is that his father used the Atwater Library to read and study when he was a young engineer newly arrived in Canada from England.

Guests of Honour for previous Atwater Library benefit events have included Roch Carrier, Terry Mosher (Aislin), Phyllis Lambert, Oliver Jones, Alex K. Paterson, Richard W. Pound and Julie Keith, Norman Webster and Patterson Webster, Laurence G. Pathy and Constance V. Pathy, Bob Gainey, Lionel J. Blanshay, Hon. W. David Angus, Michael St. B. Harrison, and Alan Hogg and Grace Hogg of The George Hogg Family Foundation.

The annual fundraiser serves to heighten awareness of our organization and crucially generates a substantial portion of our modest annual budget. We do not have an endowment fund and governments provide only about 10% of our core operating expenses (plus short-term project grants).

This year, the Atwater Library's needs for sponsorship support are more compelling than ever. There are growing community demands for our innovative programs and services – particularly those designed to assist Montreal-area seniors, at-risk youth, immigrants and refugee claimants.

**We ask you to step up and become a sponsor to help support our vital community-outreach and education initiatives. It's a great cause!**



Terry Mosher, Marian Scott and  
Guest of Honour Richard W. Pound  
at 2011 event



2011 event attendees Elise Moser,  
Guest of Honour Julie Keith,  
Dorothy Fieldman Fraiberg,  
former Westmount Mayor Peter Trent,  
and the QWF's Lori Schubert

### ***Sponsorships***

Our Benefit Cocktail Party and Silent Auction provide an opportunity for a unique partnership between your organization and the Atwater Library. You and your business stand to benefit from positive exposure to an influential audience. Event attendees will mostly be prominent Westmounters and Montrealers who support the Library and recognize its significant contributions to community life.

At the same time, thanks to your support, people in the community will benefit from a continuation of our current programs and services as well as the launch of new initiatives made possible by the proceeds from this event.

Your sponsorship will boost our community educational and cultural programs and provide affordable computer and Internet access and help.

### ***Sponsorship Levels***

Diamond - \$10,000

Platinum - \$5,000

Gold - \$2,500

Silver - \$2,000

Bronze - \$1,000

***We can design sponsorship packages  
to meet the requirements of many different levels of support.***

### **Incorporation**

Incorporated by an Act of the Quebec legislature dated March 29, 1845 and continued under part III of the Quebec corporations act on July 25, 2011.

### **Charitable Organization**

BN 107686388 RR 0001, registered since 1967.



***Diamond-Level Sponsor • \$10,000***

- Your business name and website URL featured in promotional emails sent to almost 3,000 e-newsletter subscribers in the greater Montreal area
- Top billing for your business name and logo in the attractive event program
- Exceptional signage throughout the event
- Your business name and logo featured on the Library's website, with hot links to your company's own website
- Eight complimentary tickets



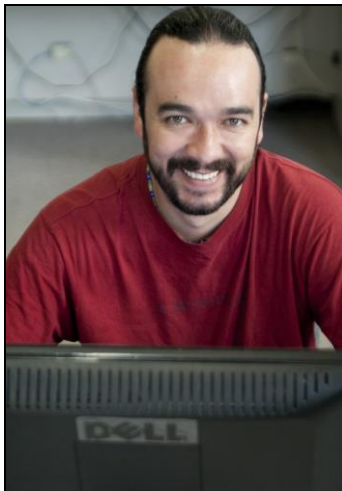
Guest of Honour, Hon. W. David Angus,  
CTV Montreal anchor Mutsumi Takahashi,  
and Westmount Mayor Peter Trent  
at our 2016 gala



Guests socializing at our  
2016 event

***Platinum-Level Sponsor • \$5,000***

- Your business name and website URL featured in promotional emails sent to almost 3,000 e-newsletter subscribers in the greater Montreal area
- Prominent billing for your business name and logo in the attractive event program
- Exceptional signage throughout the event
- Your business name and logo featured on the Library's website, with hot links to your company's own website
- Four complimentary tickets



***Gold-Level Sponsor • \$2,500***

- Your business name and website URL featured in promotional emails sent to almost 3,000 e-newsletter subscribers in the greater Montreal area
- Your business name and logo in the attractive event program
- Exceptional signage throughout the event
- Your business name and logo featured on the Library's website, with hot links to your company's own website
- Two complimentary tickets



Bibliothèque et centre d'informatique  
**Atwater**  
Library and Computer Centre

*Celebrating 191 Years of Community Service and the 100<sup>th</sup> Year of Our Building in Westmount*

---

***Silver-Level Sponsor • \$2,000***

- Your business name and website URL featured in the promotional emails sent to almost 3,000 e-newsletter subscribers in the greater Montreal area
- Your business name and logo in the attractive event program
- Signage throughout the event
- Your business name and logo featured on the Library's website, with hot links to your company's own website
- Two complimentary tickets



---

*For more information, contact*  
**Lynn Verge, Executive Director • 514-935-7344 • [lverge@atwaterlibrary.ca](mailto:lverge@atwaterlibrary.ca)**



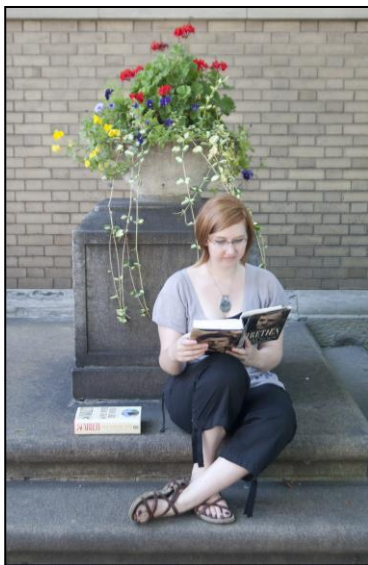
Bibliothèque et centre d'informatique  
**Atwater**  
Library and Computer Centre

*Celebrating 191 Years of Community Service and the 100<sup>th</sup> Year of Our Building in Westmount*

---

**Bronze-Level Sponsor • \$1,000**

- Signage throughout the event
- Mention of your business name in the event program
- Two complimentary tickets



## ***Sponsorship Confirmation***

**Name**

---

**Company**

---

**Address**

---

**Email**

---

**Telephone**

---

**Fax**

---

***I would like to sponsor the Atwater Library and Computer Centre event as follows:***

**Opportunities:**

___	Diamond-Level Sponsor	\$10,000
___	Platinum-Level Sponsor	\$ 5,000
___	Gold-Level Sponsor	\$ 2,500
___	Silver-Level Sponsor	\$ 2,000
___	Bronze-Level Sponsor	\$ 1,000
___	Patron (Personal donation)	\$ _____

**Signature:** \_\_\_\_\_

**Please make cheques payable to the Atwater Library and Computer Centre.**

Please return to: Lynn Verge, Executive Director  
Atwater Library and Computer Centre  
1200 Atwater Avenue, Westmount, QC H3Z 1X4