Invitation to Sponsor

Background

In March 2017, the Saskatchewan Library Association introduced a province-wide reading initiative that encouraged Saskatchewan residents to read, discuss, and engage in programs around a selected book. One Book One Province Saskatchewan successfully brought Saskatchewan residents together to create community around reading and libraries and prompted discussions on important issues.

Community-based reading programs such as One Book One Calgary and One Book One Brampton have proven successful in supporting literacy, creating a reading culture, and raising the profile of libraries and literacy organizations. While these initiatives traditionally happen at the city or community level, the SLA project adapted the concept of community reading to an entire province.

The essence of the project is to encourage Saskatchewan people to read the same book during the month of March. The theme guiding this year’s book selection is Tolerance and Understanding: Our Culture, Our Food. The book chosen is Out of Old Saskatchewan Kitchens by Saskatoon writer Amy Jo Ehman.

Filled with captivating accounts of homesteading and settlement history, archival photos, recipes from and stories of the many cultures that went into the making of Saskatchewan-Métis, German, Ukrainian and Scandinavian, we are able to see the history of Saskatchewan from the dinner table.

In adopting this single title as our focus, one of our goals is to encourage Saskatchewan readers to explore their culture, ethnicity and heritage through our multicultural roots as they are manifested in the foods we eat.

One Book One Province aims to:

• encourage reading and contribute to the development of a reading culture in Saskatchewan and hence a more literate community
• create opportunities for social interaction and community development
• support life-long learning by providing opportunities for members of the community to learn and grow in reading and literary development
• allow the literary community to work together in new ways and develop stronger relationships
• provide libraries throughout the province an opportunity to become involved in a shared program experience

The selected book must be:

• written by a Saskatchewan author
• able to generate discussion and exchange of ideas
• appealing to readers of varying ages, literacy levels, and life experience
• in print and available for purchase
• well-written with compelling story, characters, and setting that will generate engagement
Invitation to Sponsor

in the readers and communities.

Many reading-centered events will take place in March 2018. These may include author readings, writing workshops, book discussions, spoken word events, archival displays and much-more.

Response to the One Book One Province campaign will be evaluated through the use of performance measures - number of registrants, books borrowed, program attendance, and website and social media use. Media coverage, number of promotional partners, and staff/customer feedback will also be measured.

2018 Project Steering Committee
Colleen Murphy (University of Regina) Chair, and SLA Rep to the Multitype Library Board
Cara Bradley (University of Regina)
Deborah McConkey (Horizon Seminary Library)
Kimberley Hintz (SLA member)
Anne Pennylegion (SLA Program Coordinator)
Alison Jantz (Library Director, Saskatoon Theological Union)
Ann Liang (Marketing and Outreach Librarian, Saskatchewan Polytechnic Library, Moose Jaw Campus)
Carol Marriott (Literacy Coordinator, Parkland Regional Library)
Debbi-Lynn Bateson (Reference and Programming Assistant, Sherwood Village Branch Library)
Sarah Bonish (Regina Public Library)
Michael Shires (President, SLA)

Audience & Market
The One Book One Province project will be widely promoted at libraries, bookstores, literary and literacy related events, museums, archives and in the media - it aims to reach Saskatchewan residents in every part of the province.
Specific target audiences include:
- public library users
- post-secondary and senior high school staff and students
- book store customers
- recreational readers and book clubs

Program
The Saskatchewan Library Association One Book One Province Committee and MacIntyre Purcell Publishing will launch the program this fall by introducing libraries and literacy organizations to the program and providing:
1. information on purchasing the book in print and ebook formats
2. program launch events
3. access to speakers and the author  
4. program ideas  
5. an opportunity to interact with other readers  
6. promotional materials  

**Sponsorship Benefits 2018**

Sponsorship for this program can be cash donations or donations in-kind. Please contact the SLA office if you wish to explore donations in-kind options.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>OneBook Platinum $4,000 plus</th>
<th>OneBook Gold $3,000-$3,999</th>
<th>OneBook Silver $2,000-$2,999</th>
<th>OneBook Bronze $1,000-$1,999</th>
<th>OneBook Friend $100-$999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to speak at any live events</td>
<td>×</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledged as Lead Sponsor (s) on all event signage, advertising and print materials</td>
<td>×</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in all advertising</td>
<td>×</td>
<td>×</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition at events</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>Corporate logo on promotional material and in event calendar</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>Exposure to Saskatchewan’s library and literacy community</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
<tr>
<td>Acknowledgement on SLA website (Corporate logo with link if appropriate)</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
</tr>
</tbody>
</table>