

Show Us Your Card Month!



Bloomingtondale Public Library Promotion with Bloomingtondale Businesses

Calling all Bloomingtondale businesses!

Bloomingtondale Public Library has a unique opportunity for partnership in September, and planning begins now!

September is Library Card Sign-Up Month and this year we would like to celebrate all of our patrons, current and new, by offering them something special. **We propose a partnership between BPL and local businesses** who are willing to offer something special to anyone showing their BPL card during the month of September. It can be a discount, freebie, whatever you can offer. Our working title is Show Us Your Card Month, but that may change as publicity is finalized. We aim to make this program beneficial to the entire community - BPL gaining patrons who did not get their library cards in the past year due to the pandemic, encouraging patrons to visit Bloomingtondale businesses, giving back to our residents for supporting the community throughout the past year.

Here's how the program will work:

- Register with BPL by completing [this information form](#).
- BPL will deliver a sign for your business (window mount) that you are a participant in the program.
- BPL will list your name and offer on our website and special brochure available to all patrons available in early August (date TBD).
- Advertising prior to the event will be prominent in our section of the August/September Village Almanac, as well as social media, our website, and building/community signage.
- During the month of September, anyone showing their BPL card will get the publicized discount/offer from your business. You set the terms (in advance) - available one time only or any time, one per family or per card, etc. Businesses would manage that end but would be expected to follow through on the offer made to not disappoint residents coming in with their card.
- BPL will provide a READ poster to each business that participates as a thank you - BPL staff will stop by to take a photo of a business representative reading a favorite book for the poster (if more convenient, a photo can be taken by the business and sent to BPL - details to follow).
- Business partners will be listed in our section of the September/October Almanac.

We hope you will be a part of this exciting opportunity!

Please complete the registration form by June 25, 2021 to save your space; more details will follow soon.

If you have any questions, please contact

Beth Dover, PR/Marketing Coordinator for Bloomingtondale Public Library
bdover@mybpl.org | (630) 204-2617

Thank you for your consideration of this exciting venture!