



Buffalo & Erie County Public Library
Winter/Spring 2025



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Winter/Spring 2025



“A *free* friend to
the community”

“It’s a blessing to have
free computers”

“It’s a great place
to sit, and *relax*”

“It helps and gives
people *chances* and
opportunities”

“You can
always find an
adventure at the
library”

“The *peace*
of mind it
brings”

“I always *find*
something interesting
that I wasn’t looking
for”



BUFFALO ERIE COUNTY **PUBLIC** LIBRARY

- Accessibility for All
- Community Connection
- Intellectual Freedom
- Resource Equity
- Civic Engagement

Grounding Statements & Core Narrative

VISION STATEMENT

To be Buffalo's essential hub for knowledge, culture, and community—a profoundly public institution that elevates every neighbor, connects diverse voices, and fosters intellectual discovery for a more informed and forward thinking tomorrow.

MISSION STATEMENT

The Buffalo & Erie County Public Library, Buffalo's oldest cultural institution, is committed to offering boundless access to knowledge, community connections, and meeting evolving local needs through collaboration and innovation. Comprised of 37 community-based branches and mobile services and our rare, varied, and vast resources— we empower intellectual discovery, we bridge gaps in information access, and we support our community's growth and shared progress.



Rebrand Design & Approach

Marketing & Brand · January 2025





Logo




Companion Design





LIBRARY WEEK
October 12-17

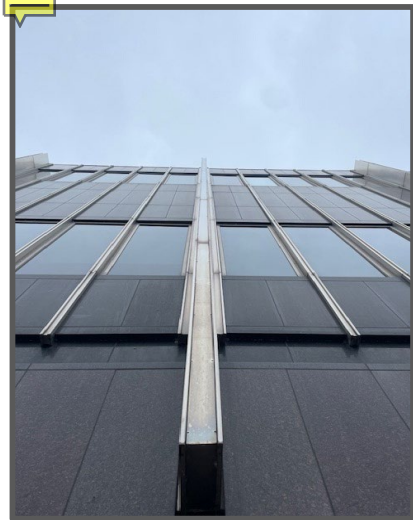


YOU ARE INVITED TO THE
DEDICATION
OF YOUR NEW
**BUFFALO & ERIE COUNTY
PUBLIC LIBRARY**

Saturday, October 17th
12 Noon Lafayette Square



BUFFALO
ERIE COUNTY
PUBLIC
LIBRARY



BUFFALO
ERIE COUNTY
PUBLIC
LIBRARY



Books and Magazines,
Dancing Music Notes,
Pixels / Digital Future.



BUFFALO
ERIE COUNTY
PUBLIC
LIBRARY

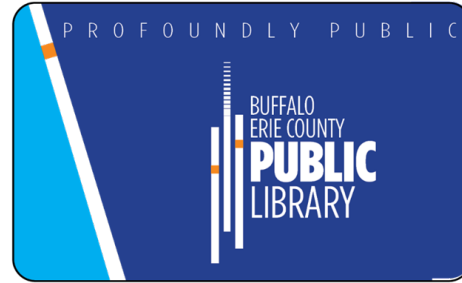
Stacking shortens,
achieves name,
without ampersand /
crowding.

Grosvenor Library,
Buffalo Public Library,
Erie County Public Library.

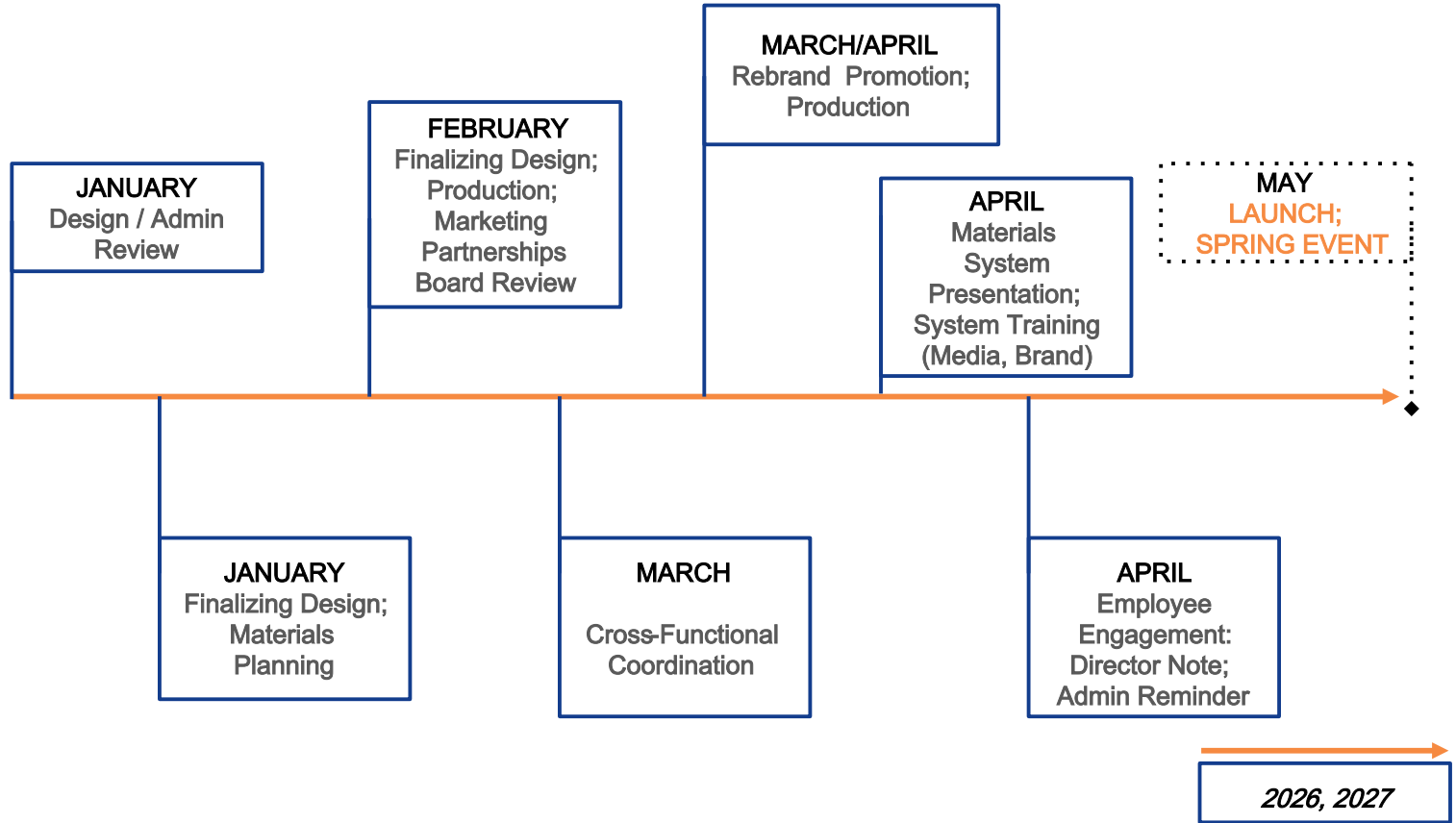
Emphasis shift from Library
to Public (Access)



Library Card



Timeline / Collaboration





in **CONVERSATION**

Friday, May 9, 2025
6:00 - 9:00 pm

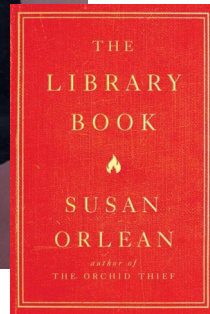
Objectives: *In Conversation*

In Conversation will be a bookend to the brand and messaging overhaul, flexing the Library's ability to bring informative, thought-provoking discussion to the forefront.

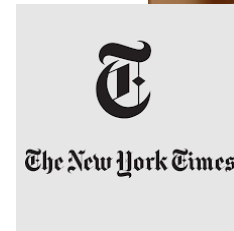
The discussion will focus on the critical place intellectual freedom has in our society, and the Library's role.

For Buffalo & Erie County Public Library itself, as well as the Library Foundation, this event will provide a refresh moment for cultivation & fundraising while showcasing our marketing overhaul. It will reintroduce the Library's purpose to political, cultural, and community leaders while welcoming existing, lapse and prospective donors.

An Evening With:

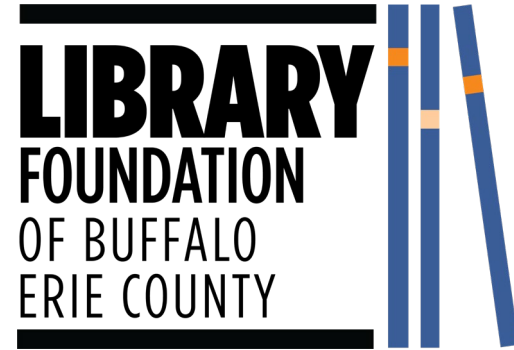


Susan Orlean, author of *The Library Book* where she writes about the unsolved mystery of the most catastrophic library fire in American history, and delivers a dazzling homage to a beloved institution – our libraries.



Conversation led by journalist Margaret Sullivan.

Event Partnership



Venue

The Admiral Room

- Located at the Marin
- Crowd of 150-200
- Cocktail Event
- Open Bar & Hors d'oeuvres
- Ticket Costs \$125 ea.
- VIP Tickets possible
- Sponsorships Available



Budget

- Approximate costs: **approximately \$60,000**
 - **Venue Costs(\$11,100)**
 - Based on 150 people
 - Discounted price and includes:
 - 3 hours for the price of 2 hours
 - 35 foot screen and projector (50% discount)
 - Rental Fee (65% discount)
 - Price is \$74 per person
 - **Speaker Fees(\$38,000)**
 - Susan Orlean
 - \$25,000 fee
 - Additional costs for premium travel and accommodations
 - Margaret Sullivan
 - \$8,000 fee (estimated)
 - She waived accommodation fees; local residence
 - **Miscellaneous Expenses(\$11,000)**
 - Decor
 - Marketing
 - Guest Takeaway

Sponsorships Available

- Stage Sponsor(\$10,000) - The Library Foundation
- Step & Repeat Sponsor(\$5,000)
- Bar Sponsor (\$2,500)

Total Sponsorship Goal:\$60,000

Total Event Fundraising Goal: \$40,000



Questions?