

A CENTURY OF STORYTELLING. A FUTURE OF POSSIBILITY.



Library
Foundation
of Los Angeles

CENTENNIAL GALA

2026 SPONSORSHIP DECK

INTRO

For 100 years, the Richard J. Riordan Central Library has stood at the heart of Los Angeles—a beacon of knowledge, imagination, creativity, and opportunity. Now, as the Central Library marks its centennial, the Library Foundation of Los Angeles (LFLA) has launched a once-in-a-century celebration and campaign to honor its extraordinary legacy while investing boldly in its future.

At the heart of this historic milestone is the Centennial Campaign—a bold, multi-year initiative with a goal of raising \$25 million to invest in the Library’s next century through innovation, technology, literacy, access, and transformative community impact.

The Centennial Gala, themed “A Century of Storytelling. A Future of Possibility,” will be the capstone fundraising event of the Centennial Celebration.

ABOUT THE LIBRARY FOUNDATION OF LOS ANGELES

The Library Foundation of Los Angeles (LFLA) provides critical support to the Los Angeles Public Library (LAPL), ensuring free programs, resources, and services remain available to millions of adults and youth across Los Angeles. Through fundraising, advocacy, and innovative programs, LFLA strengthens the Los Angeles Public Library while expanding awareness of the Library's vital role in education, literacy, culture, and civic engagement.

LFLA's wide range of initiatives include literacy and lifelong learning programs, youth and teen success, public programming and cultural events, technology and digital access, archival preservation and storytelling initiatives, community outreach and engagement, and innovation in library spaces and services.

CENTENNIAL CAMPAIGN – POWERING ANOTHER CENTURY OF THE LIGHT OF LEARNING

Dedicated in July 1926, the Central Library became an instant architectural icon and guiding light of learning for the City of Los Angeles. To commemorate this historic milestone, LFLA has launched a multi-year Centennial Celebration and fundraising initiative designed to invest in the future of libraries.

The Centennial Campaign is a bold initiative to shape the next century of learning, opportunity, and innovation.

The campaign aims to raise \$25 million to:

- Expand vital library programs to fuel student success, lifelong learning, and dynamic programming
- Strengthen, digital access to close the digital divide and provide education in media literacy, artificial intelligence, and emerging technologies
- Pilot initiatives that respond to evolving needs across the LAPL system
- Invest in new technologies and creative spaces that spark innovation and learning
- Deepen outreach to ensure equitable access and opportunity across Los Angeles
- Reimagine library spaces and fund transformative capital improvements

THE CENTENNIAL GALA

The Centennial Gala is the signature fundraising event of the Centennial Celebration.

Bringing together civic leaders, philanthropists, creatives, business leaders, educators, and cultural changemakers, the evening will celebrate the Library's extraordinary legacy while raising critical support for its next century of innovation, access, and community impact.

The Gala will honor visionary leaders whose work has shaped culture, expanded opportunity, and inspired generations, while celebrating the transformative power of storytelling and the essential role libraries play in fostering imagination, learning, and connection.

EVENT DETAILS

Date: Saturday, November 14, 2026

Time: 6:00pm Reception; 7:00pm Dinner and Ceremony

Location: Vibiana, 214 Main Street, Los Angeles, CA 90012

- **Celebrate Legacy** – Honoring a century of stories, knowledge, and community impact
- **Inspire Possibility** – Recognizing visionaries whose work shapes our cultural future
- **Build Connections** – Convening Los Angeles' leaders, creators, and changemakers
- **Create Impact** – Investing in the next century of learning, access, and opportunity

The event offers sponsors meaningful visibility among influential and engaged audiences committed to the future of Los Angeles.

WHY SPONSOR SUPPORT MATTERS

Libraries are among the most trusted and accessible public institutions in our communities. Sponsor support helps power another century of transformative impact and ensures the Los Angeles Public Library can continue providing free educational resources, cultural programming, digital access, literacy initiatives, and safe community spaces for millions of Angelenos.

By sponsoring the Centennial Gala, your organization will align with one of Los Angeles' most beloved cultural institutions while demonstrating a meaningful commitment to education, equity, creativity, and community impact.

Your partnership will directly support:

- Expanded educational and literacy programs
- Technology and digital equity initiatives
- Community outreach and engagement
- Preservation of cultural and historical archives
- Innovation in library services and spaces
- Access to free learning opportunities for all Angelenos

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$100,000

Benefits Include:

- Premier recognition as the Presenting Sponsor
- Two premier tables for 20 guests with premium table placement
- Full-page, inside front cover, premium advertisement in printed program and digital journal
- Premier logo placement on event signage and step-and-repeat
- Featured recognition on the LFLA website and social media
- Program recognition during the event
- Recognition in all major event materials and promotions
- Inclusion in press and media materials, where applicable
- Opportunity for executive remarks during the program

VISIONARY SPONSOR \$50,000

Benefits Include:

- Prominent sponsor recognition
- One premier table for 10 guests
- Full-page advertisement in printed program and digital journal
- Logo placement on event signage and step-and-repeat
- Recognition on the LFLA website and social media
- Program recognition during the event
- Inclusion in press and media materials, where applicable

LEGACY SPONSOR \$25,000

Benefits Include:

- Sponsor recognition
- One premier table for 10 guests
- Full-page advertisement in printed program and digital journal
- Logo placement on select event signage
- Recognition on the LFLA website and social media
- Recognition in the printed event program

STORYTELLER SPONSOR \$10,000

Benefits Include:

- Sponsor recognition
- One premier table for 10 guests
- Full-page advertisement in digital journal
- Recognition on the LFLA website and social media
- Recognition in the printed event program

SPONSORSHIP OPPORTUNITIES

CUSTOMIZED UNDERWRITING OPPORTUNITIES:

Potential underwriting categories include event tickets:

CATEGORY	AMOUNT	# OF GUESTS
Cocktail Reception*	\$15,000	10 guests
Audio/Visual	\$7,500	6 guests
Floral & Décor	\$6,500	6 guests
Table Wine	\$5,000	6 guests
Rideshare*	\$4,000	4 guests
Printing & Signage	\$4,500	4 guests
Valet*	\$4,000	4 guests
Entertainment	\$4,000	4 guests
Photobooth*	\$2,500	2 guests
Commemorative Gift	\$2,500	2 guests

*Exclusive: Only one per category

PROGRAM/JOURNAL ADS:

Showcase your organization, brand, or message of support in the official Centennial Gala Journal. A commemorative digital journal will be available online and emailed following the event to the Library Foundation of Los Angeles community of more than 30,000. A printed event program will also be distributed to attendees

Back Cover (Exclusive Placement)	Full Page	\$7,500
Full Page (Featured Placement)	8" W x 10" H	\$6,500
Full Page*	8" W x 10" H	\$5,000
Half Page*	8" W x 5" H	\$2,500
Quarter Page*	4" W x 5" H	\$1,250

*Standard full-page, half-page, and quarter-page advertisements are featured in the commemorative digital journal only. Back Cover and Featured Placement advertisements will also appear in the printed event program.

We welcome the opportunity to create a sponsorship or underwriting package aligned with your philanthropic and brand objectives.

JOIN US IN WRITING THE NEXT CHAPTER

For 100 years, the Los Angeles Central Library has inspired generations through knowledge, creativity, and access. Together, we can help ensure the next century continues to empower, educate, and inspire all Angelenos. Become a part of the Centennial Campaign; support the Gala!

The Centennial Gala is just one of many opportunities to partner with the Library Foundation of Los Angeles. We would be honored to work with you to create a customized sponsorship that advances your philanthropic objectives while supporting the Library's year-round programs, public events, and community impact.

BECOME A CENTENNIAL GALA SPONSOR

For sponsorship information and partnership opportunities:
Contact **Q Brown** – Assistant Director, Corporate and Foundation Relations
at **QBrown@fla.org**

Visit fla.org/100gala