



Attachment 3

Toronto Reference Library 30th Anniversary Activities and Funding

Toronto Reference Library (TRL) is celebrating its 30th anniversary this fall. To leverage this opportunity and support the launch of the capital campaign, Toronto Public Library will get the word out about TRL's hidden treasures and illustrate the library's importance and relevance to Torontonians' lives among the general public and especially with potential donors. Fundraising is a critical element of these activities as this is an opportunity to cultivate donors and generate private/public partnerships that will allow us to fund long-term renovations at TRL.

The following is a list of key initiatives planned for this fall to help us achieve these important objectives:

- VIP Testimonial Poster Campaign – in select subway stations and across the city from mid-September to mid-October
- TRL Open House on November 2 to coincide with launch of the capital campaign
- [murmur] project
- Exterior banners
- Programming throughout October and November, including a 30th anniversary author series, Literary lunches and our fall On Stage series: *Agents of Change*

To augment these promotional activities, an aggressive earned media campaign is also planned for the fall to further generate interest and awareness in the Toronto Reference Library.

Given the City's directive on cost containment around advertising for the remainder of this year, Toronto Public Library wishes to clearly state that all promotion and advertising, and a portion of our fall programming will be funded by the Toronto Public Library Foundation. A smaller portion of programming will be funded by TRL from its regular programming budget, which has already been planned and committed.