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VIVE LE LIVRE

Sponsorship
Opportunities

september 16, 2026

at the

jackson center

with special guest

match albom

presented by:



REDSTONE
FEDERAL CREDIT UNION



HUNTSVILLE-MADISON COUNTY
LIBRARY FOUNDATION



VIVE LE LIVRE

Dear Valued Library Supporter,

We are excited to invite you to the 40th annual Vive le Livre, hosted by the Huntsville–Madison County Library Foundation. This signature celebration of books, authors, and the vital role libraries play in our community will take place on Wednesday, September 16, at 6 p.m. at the Jackson Center. The evening will feature a reception, seated dinner, and a keynote address by internationally bestselling author Mitch Albom.

In 1987, in the early days of the Library Foundation, the first Vive le Livre gala was held in the auditorium of the then-new Downtown Huntsville Public Library. Supporters gathered to highlight the power of libraries to bring people together, marking the beginning of a tradition that continues to inspire and connect our community today. For more than four decades, generous donors have helped the Foundation grow programs, expand services, and ensure these offerings continue to meet the evolving needs of our patrons.

We need your support now more than ever. Last year, our 10 library branches welcomed a total of 1.45 million visits, with patrons relying on them not only for books but also for access to technology, learning opportunities, workforce development resources, and welcoming spaces to gather and connect. Visits have increased 17 percent over the past three years, and annual circulation is approaching three million items. With an average of 18 new residents arriving in our area each day, the library remains an essential resource for people of all ages and backgrounds.

The generosity of Vive le Livre supporters makes this work possible. Funds raised through the event enable the Library Foundation to expand programs for children and families, strengthen the Summer Reading Program, enhance services for older adults, support workforce and job-skills initiatives, and grow both digital and physical collections across the system.

Inside this packet, you will find the sponsorship opportunities for this year's Vive le Livre. We are grateful for your consideration and for the role you play in helping us continue to strengthen our community.

Sincerely,

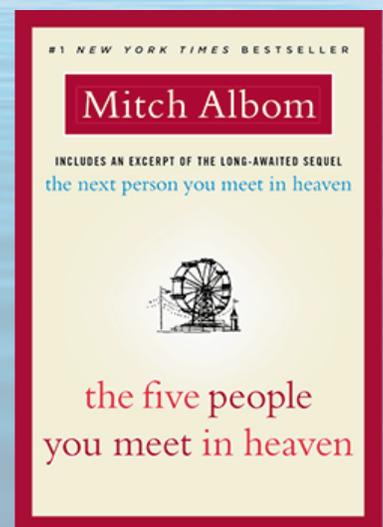
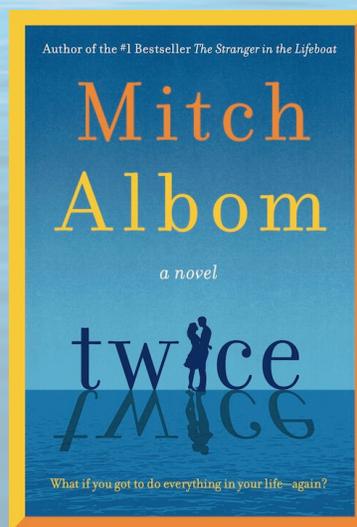
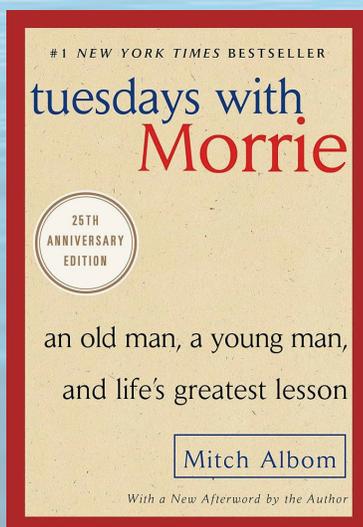
Mae Adams

Chair, Huntsville-Madison County Library Foundation



HUNTSVILLE-MADISON COUNTY
LIBRARY FOUNDATION

Mitch Albom is an internationally renowned and best-selling author, journalist, screenwriter, playwright, radio and television broadcaster and musician. His books have collectively sold 42 million copies worldwide; have been published in 51 territories and in 48 languages around the world; and have been made into Emmy Award-winning and critically-acclaimed television movies. In 2006, he founded the nonprofit SAY Detroit, which provides pathways to success for Detroiters in need through major health, housing and education initiatives. He also founded a dessert shop and a gourmet popcorn line to help fund it. Albom operates Have Faith Haiti, a home and school for impoverished children and orphans in Port-au-Prince, which he visits monthly. He lives with his wife, Janine, in Michigan.





VIVE LE LIVRE

Sponsorship Opportunities

Sold Out Presenting Sponsor

- 16 Reservations for reception, dinner, and keynote address
- Seated with the author
- 8 autographed books
- Podium remarks
- Recognition in all event publicity, including event invitations, local news, and PSAs
- Recognition on HMCLF website and social media
- Name/Company listed in the event program
- Recognition on printed table signs at event
- Premier acknowledgment during Vive le Livre
- 4 Bottles of wine
- 4 VIP parking access

Sold Out Reception Sponsor

- 8 Reservations for reception, dinner, and keynote address
- 4 Autographed books
- Recognition on HMCLF website and social media
- Name/Company listed in the event program
- Recognition on cocktail napkins at event
- Premier acknowledgment during Vive le Livre
- 2 Bottles of wine
- Preferred seating at event

All logos must be press-ready and sent electronically as a PNG, JPG, or HI-RES PDF file to brawlins@hmcpl.org by September 1, 2026. No GIF, BITMAP, or other file types.

\$5,000 Library Hero

- 8 Reservations for reception, dinner, and keynote address
- 4 Autographed books
- Recognition on HMCLF website and social media
- Premier acknowledgment in the pre-dinner slideshow
- 2 Bottles of wine
- Signage at the event
- Preferred seating at event

\$2,500 Library Champion

- 8 Reservations for reception, dinner, and keynote address
- 4 Autographed books
- Recognition on HMCLF website and social media
- Name/Company listed in the event program
- Recognition on printed table signs at the event
- 2 Bottles of wine
- Preferred seating at event

\$1,600 Book Club Pals

- 8 Reservations for reception, dinner, and keynote address
- Recognition on printed table signs at the event
- 2 Bottles of wine
- Photo opportunity with the author
- Bookish swag

\$1,000 Library Advocate

- 4 Reservations for reception, dinner, and keynote address
- 2 Autographed books
- Recognition on HMCLF website and social media
- Name/Company listed in the event program
- 1 Bottle of wine

\$500 Library Enthusiast

- 2 Reservations for reception, dinner, and keynote address
- 1 Autographed book
- Name/Company listed in the event program



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