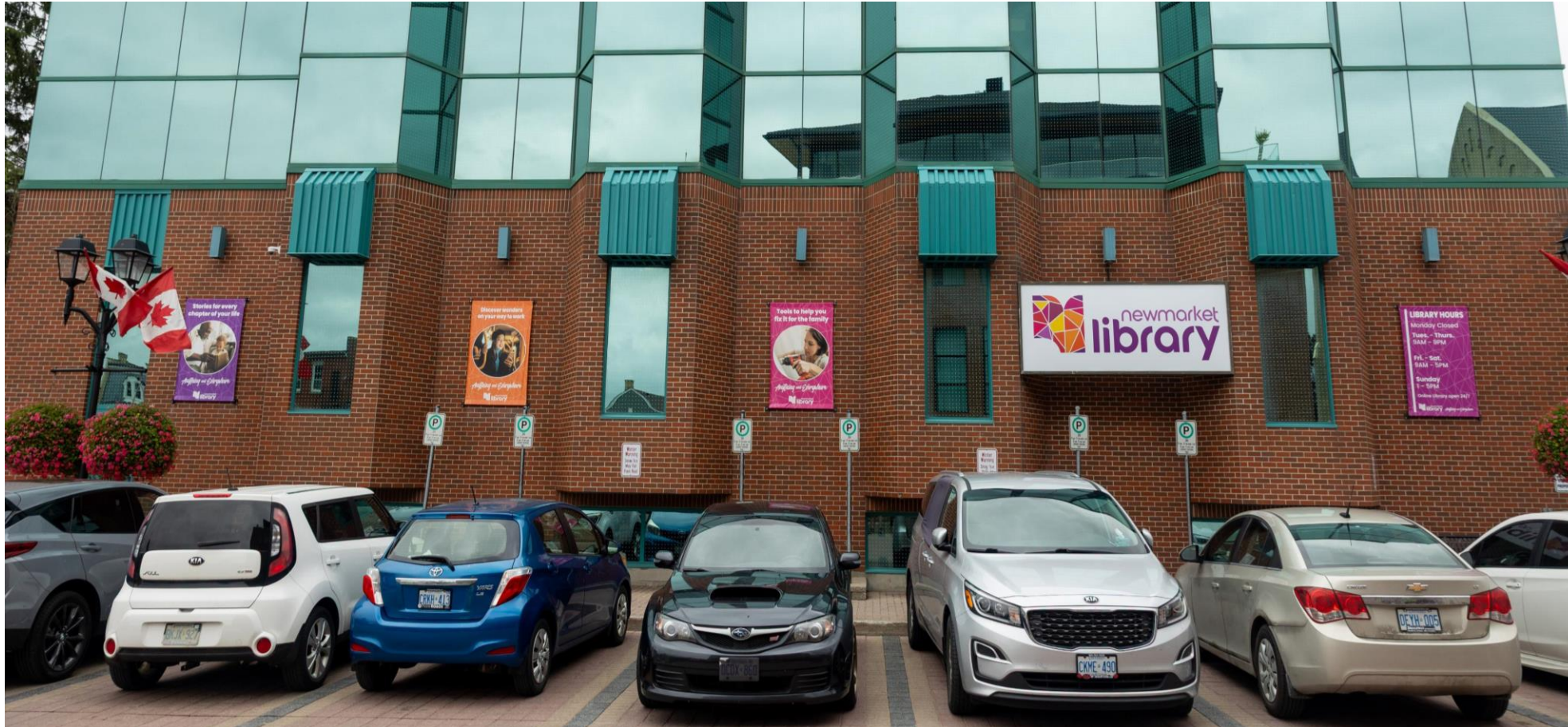


Your Library on Main Campaign

October 2025



Strategic Shifts at Newmarket Library



- Single branch Library system serving a community of over 90,000;
- In 2023, a Library rebrand articulated an ethos of “Anything and Everywhere;” prioritizing getting out in the community and building partnerships;
- Moving from a transactional relationship to ‘gathering place;’ prioritizing free and low-cost events for families

Growing Library Membership

- Anyone who is a resident of Ontario can get a Newmarket Library card;
- New online form gets a library card in your inbox immediately;
- Library cards also available to download on your iPhone or Android Wallet;





- October is Canadian Library Month
- Opportunity to raise awareness of libraries' valuable role in the lives of Canadians
- October 19-25, 2025 is Ontario Public Library Week and theme this year is "Libraries for Life"

Your Library on Main Campaign



- Partnership with Main Street businesses;
- Promotes library card sign-ups through business prizes;
- Offers small discounts for library card patrons for Main Street Businesses;
- Leverages the Library's platform to promote local businesses to our audience;

How Does it Work?

- Participating businesses host a campaign poster and donate a prize to the initiative;
- Each week in October, anyone who signs up for a library card or renews a library card is entered into a weekly raffle to win a prize/prizes;
- Existing Library card holders are offered a 5% discount at participating businesses for Ontario Public Library Week (Oct 19-25, 2025)
- All sign-ups in October are also entered to win a larger end-of-month prize basket;



What We Commit To



- Participating business logos on campaign poster, flyers, and email newsletter;
- Social media posts promoting prizes and businesses;
- Promo shared in-Library, at outreach events, at Magna Centre and Ray Twinney, and in all Library Holds;

Library Reach



- 6.5k email newsletter subscribers with a 46% open rate;
- 5,800 social media followers across Facebook and Instagram, with roughly 1-2k reach per post on boosted content;
- About 15k patrons use the physical Library per month;

What We'd Need



- Donation of one prize to the initiative and send logo;
- Host an in-store campaign poster;
- Track number of transactions from library card holders during Ontario Public Library Week (tracking and info sheet to be provided)
- Like, post, share– and help us spread the word!

Questions?



Contact

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