

“Ernie and Tram Go to Bat for Michigan Public Libraries” Fact Sheet for Librarians

Michigan’s public libraries are a valued, but under-supported, state treasure. Ernie Harwell and Alan Trammell, lifelong supporters of public libraries, are generously lending their time, good names and Tigers memorabilia to help libraries build a stronger funding foundation. The May 15 baseball game at Comerica Park is the first step in what is hoped to be a lengthy awareness and fund-raising campaign for our public libraries.

With the library co-operatives assisting, the program will have several key components.

Library Day at Comerica Park, May 15, 2005 – Detroit Tigers vs. Anaheim Angels

Co-operatives are encouraged to make this information available to their members and help in promoting the project, enlisting the aid of libraries statewide in selling tickets for this game. A [ticket voucher](#) and [ticket purchase instructions](#) are available for download at the Web site (www.michigan.gov/lma). A block of upper-deck box seats has been reserved by the Tigers for use in this fund-raising effort. For every \$20 upper-deck box seat ticket sold at libraries, the Tigers donate \$10 back to the Library of Michigan Foundation. Our goal is to sell 5,000 tickets, resulting in a \$50,000 donation.

The Library of Michigan Foundation, in consultation with the co-operatives, will determine a mechanism by which libraries that want to can apply for a grant from this fund in order to begin or add to their own local endowment funds.

This is an excellent first opportunity for this campaign, and the success of this program will dictate whether, or if, such events will be made possible in the future. Ernie Harwell has agreed to appear at the ballpark on May 15 to help draw attention to the need for library support. (There is no appearance fee connected to this particular appearance.)

The Library of Michigan recognizes that because many libraries are geographically far from the metro Detroit area, they will be hard pressed to sell many tickets to patrons who will actually travel to the game. However, it has been discussed that libraries might approach local businesses and corporations to purchase tickets that are intended to be donated for use by children and teens in the metro Detroit area. By doing so, the local businesses and corporations are still supporting libraries and are making it possible for many people – who might not have otherwise been able to do so – to attend a Detroit Tigers game.

That said, libraries are strongly cautioned against using the names or likenesses of Alan Trammell and Ernie Harwell in their efforts to encourage local businesses or corporations to purchase tickets. We want to avoid the implication that Alan Trammell or Ernie Harwell endorse a certain company or corporation because it has purchased tickets to support this fund-raiser for Michigan libraries. The main point should be that the Detroit Tigers have offered to support Michigan public libraries by generously donating a portion of the ticket sales back to an endowment fund for Michigan’s libraries.

Appearances, Book Signings and Memorabilia Sales

Ernie Harwell and Alan Trammell have made available to the library community a collection of unique baseball memorabilia at a lower-than-market-value cost, as a means of fund-raising for this library endowment fund. Local libraries and Friends groups will be able to purchase (on consignment) this memorabilia for use in local fund-raising campaigns, including Friends bookstores and also in conjunction with local library programming. Libraries will be strongly encouraged to use proceeds from these fund raising efforts to create or build on local endowments that can be enhanced in future years and will provide improved stability for the long term. Libraries, obviously, would return any items not sold.

Library co-operatives are asked to coordinate the memorabilia fund-raising program in their areas and to assist local libraries in taking advantage of this wonderful opportunity. Memorabilia to be made available include:

| <u>Item</u> | <u>Cost to Library</u> | <u>Suggested Retail</u> |
|-----------------------|------------------------|-------------------------|
| Signed Scorecards | \$10 | \$20 |
| Signed Programs | \$10 | \$20 |
| Photos (11x14 signed) | \$40 | \$85 |
| Poster | \$10 | \$20 |

Personal Appearances

Co-operatives will also coordinate personal appearances and book signings by Ernie Harwell and Alan Trammell to further enhance these fund-raising opportunities. The appearance fee for each is \$7,500. When these types of appearances have occurred at other events, the appearance fees are almost always sponsored by a local business or corporation in support of the organization that is holding the fund-raising event. Mr. Harwell will sign his book and any memorabilia at such personal appearances.

If you have questions, please contact me at (810) 232-7119 or e-mail at rmendel@flint.org.
Thank you!

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