

SWING INTO ACTION

NOVEMBER 3 - 6 ★ 2016 ★ SACRAMENTO

SPONSORSHIP PROSPECTUS

CALIFORNIA LIBRARY ASSOCIATION | PHONE: (626) 204-4071 | EMAIL: CLASPONSORSHIPS@GMAIL.COM

SPECIAL OPPORTUNITIES

DIAMOND LEVEL OPPORTUNITIES

- BRANDED LANYARDS**
Company's logo on all conference lanyards
Sponsorship: \$20,000
- WIFI ACCESS AT THE CONVENTION CENTER**
Includes your logo and link on the wifi landing page.
Sponsorship: \$15,000
- GRAND OPENING RECEPTION**
Includes recognition on signage and verbal recognition at the event.
Sponsorship: \$10,000

PLATINUM LEVEL OPPORTUNITIES

- CALIFORNIA YOUNG READER MEDAL & BEATTY LITERARY TEA**
California's premier event for children's and young adult authors and librarians. Includes your logo displayed prominently at the event and on the Literary Tea marketing materials
Sponsorship: \$7,500
- CLA AWARDS GALA**
CLA's most glamorous event honoring leaders from across the state. Includes sponsor recognition at the event, in the Awards Gala program, and in marketing materials.
Sponsorship: \$7,500
- KEYNOTE SPEAKER**
High-profile conference attendance that draws most attendees. Includes your logo on large screens at the front of the room and on Keynote Speaker signage.
Sponsorship: \$10,000 - **SOLD**
- AFTER DARK PROGRAM**
CLA's innovative programming track from 8:00pm until midnight. Includes sponsorship of the dessert break and your logo featured prominently at nighttime sessions and in marketing materials.
Sponsorship: \$7,500
- AFTER DARK PROGRAM KEYNOTE**
The program that kicks off the "After Dark" programs. Includes your logo on large screens at the front of the room and on Kick Off Speaker signage.
Sponsorship: \$7,500
- COMMUNITY ENGAGEMENT EVENT @ SACRAMENTO PL**
Sponsorship: \$10,000 - **SOLD**

GOLD LEVEL OPPORTUNITIES

- CONFERENCE MINI GOLF**
Sponsor the mini golf course.
Sponsorship: \$5,000
- EXHIBIT HALL SIGNAGE**
Your company logo on all overhead aisle signs throughout the show floor.
Sponsorship: \$5,000 - **SOLD**
- REFRESHMENT BREAKS**
Includes recognition at food stations during the popular refreshment breaks in the Exhibit Hall.
Sponsorship: \$5,000 (one opportunity remaining at \$5,000)

SILVER LEVEL OPPORTUNITIES

- SUMMER READING WORKSHOP**
Includes recognition at the workshop and your opportunity to display your company's products.
Sponsorship: \$3,500 - **SOLD**
- CLA SILENT AUCTION**
Includes your company name displayed at the Silent Auction—a popular event that raises funds to support the association's work.
Sponsorship: \$2,500

BRONZE LEVEL OPPORTUNITIES

- CONFERENCE APP SPONSOR**
Your company featured on the popular conference app that will keep attendees up-to-date during conference.
Sponsorship: \$2,000 - **SOLD**
- PROGRAM AT A GLANCE**
Your company recognized on a handy one-page summary of the meeting program.
Sponsorship: \$1,500 - **SOLD**

SPONSORSHIP OPPORTUNITIES & BENEFITS

Becoming a CLA annual sponsor is a great way for your organization to contribute to California libraries. Sponsorship from organizations like yours enables us to deliver high quality professional development training and networking opportunities for California's current and future librarians. Sponsor at a level that works for your budget; support California libraries and help promote your organization at the same time! Check the desired sponsor items below and return the completed form to CLA.

BENEFITS	DIAMOND \$10,000+	PLATINUM \$7,500+	GOLD \$5,000+	SILVER \$2,500+	BRONZE \$1,000+
Recognition on conference website	•	•	•	•	•
Recognition on CLA conference signage	•	•	•	•	•
Recognition in the CLA conference program and exhibitor guide	•	•	•	•	•
Sponsor ribbons for all company representatives	•	•	•	•	•
Recognition at the CLA Membership Meeting	•	•	•	•	•
Priority for booth(s) location in the Exhibit Hall	•	•	•	•	
Opportunity to demo your product in a designated space	•	•	•	•	
Social Media recognition on CLA's Facebook and Twitter accounts before or during conference	•	•	•	•	
30 minute program time slot	•				
Four complimentary tickets to the CLA Awards Reception	•				
Two complimentary tickets to the CLA Awards Reception		•			
Full page advertisement in the conference program and exhibitor guide	•				
Half page advertisement in the conference program and exhibitor guide		•			
Quarter page advertisement in the conference program and exhibitor guide			•		

SPONSOR INFORMATION

Please complete the following information to process your sponsorship. Please make all checks payable to CLA.
Please email your completed form to: clasponsorships@gmail.com

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

INVOICE NEEDED: YES NO

SPONSOR TOTAL: \$ _____

REVISED 8/3/2016

CHECK (PAYABLE TO CLA): CHECK # _____

CREDIT CARD: VISA MASTERCARD AM. EXP. DISCOVER

CARD HOLDER NAME _____

BILLING ADDRESS _____

CITY, STATE, ZIP CODE _____

CARD NUMBER _____

EXPIRATION DATE _____ VERIFICATION CODE _____

EMAIL _____

SIGNATURE _____