



California Library Association
NOVEMBER 7-9, 2014 · OAKLAND

2014 CLA CONFERENCE SPONSORSHIP PROSPECTUS

CALIFORNIA LIBRARY ASSOCIATION
248 E. FOOTHILL BLVD., SUITE 101, MONROVIA, CA 91016 | PHONE: (626) 359-6111 | FAX: (626) 359-0001

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 \$5,000+	GOLD \$2,500+	SILVER \$750+
Recognition on conference website	•	•	•	•
Recognition on CLA website	•	•	•	•
Recognition on CLA conference signage	•	•	•	•
Use of the CLA logo and the statement "CLA Diamond Sponsor" on your website for one year	•			
Recognition in the CLA conference program and exhibitor guide	•	•	•	•
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 ribbons for all company representatives	•	•	•	•
Recognition at the CLA Membership Meeting	•	•	•	•
Verbal recognition at the Keynote Speaker event and Membership Meeting	•	•		
Priority for booth(s) location in the Exhibit Hall	•	•	•	
Access to meeting space for small meetings	•	•		
Four tickets to the President's Invitation-Only Reception	•			
Four complimentary tickets to the CLA Awards Gala	•			
Two complimentary tickets to the CLA Awards Gala		•		
Sponsor recognition in the October Issue of the <i>CLA Insider</i>	•	•	•	•

SPECIAL OPPORTUNITIES

DIAMOND LEVEL OPPORTUNITIES

- WIFI ACCESS AT THE CONVENTION CENTER:**
Includes your logo and link on the wifi landing page.
Sponsorship: \$20,000
- CLA AWARDS GALA**
Includes your logo on large screens in the front of the room, recognition in the official program, on the conference website, on Awards Gala signage, and in the Awards Gala program at this most prestigious conference event.
Sponsorship: \$12,000
- KEYNOTE SPEAKER**
Includes your logo on large screens in the front of the room, recognition in the official program, on the conference website, and Keynote Speaker signage.
Exclusive Sponsorship: \$10,000
- CLOSING SESSION**
Includes your logo on large screens in the front of the room, recognition in the official program, on the conference website, and Closing Session signage.
Exclusive Sponsorship: \$10,000

ADDITIONAL OPPORTUNITIES

PLATINUM LEVEL OPPORTUNITIES

- BEATTY AND CYRM AWARDS LUNCHEON**
Includes exclusive recognition in the lunch program plus two complimentary tickets to this prestigious event that attracts children and young adult librarians.
Sponsorship: \$8,000
- EXHIBIT HALL SIGNS**
Your company logo on all overhead Aisle Signs throughout the show floor. Sponsorship: \$7,500
- GRAND OPENING RECEPTION**
Includes recognition on signage at the event, in the official program, and on the conference website.
Sponsorship: \$6,000
- KEYNOTE SPEAKER**
Includes recognition in the official program, on the conference website, and Keynote signage.
Co-sponsorship: \$5,000
- CLOSING SESSION**
Includes your logo on the large screens in the front of the room, recognition in the official program, on the conference website, and Closing Session signage.
Co-sponsorship: \$5,000

GOLD LEVEL OPPORTUNITIES

- REFRESHMENT BREAKS**
Includes recognition at food stations during the popular refreshment breaks in the exhibit hall.
Sponsorship (3 opportunities available): \$4,500
- BEATTY AND CYRM AWARDS LUNCHEON**
Includes recognition in the lunch program plus one complimentary tickets to this prestigious event that attracts children and young adult librarians.
Sponsorship (co-sponsorship of the event): \$4,000
- CLA SILENT AUCTION**
Includes your company name displayed at the Silent Auction -- a popular event that raises funds to support the Association.
Sponsorship: \$3,000

SUMMER READING WORKSHOP - SOLD

Includes recognition at the popular workshop and the opportunity to display your company's products.
Sponsorship: \$3,500

QUESTIONS?

Please contact us by phone at (626) 359-6111 or by email at execdir@cla-net.org.

2014 Be the Change Conference

SILVER LEVEL OPPORTUNITIES

- PROGRAM AT A GLANCE**
Your company recognized on a handy one-page summary of the meeting program in the official program. Sponsorship: \$2,000
- CONCURRENT SESSION SPONSOR**
Your company recognized in the official program and website portal that will store session powerpoints and handouts. Sponsorship: \$2,499
- MESSAGE BOARD**
Your company recognized on the indispensable, highly visible message board. Sponsorship: \$1,500

SPONSOR INFORMATION

Please complete the following information to process your sponsorship. Please make all checks payable to CLA.

Please mail your completed form to:

California Library Association
248 E. Foothill Blvd., Suite 101, Monrovia, CA 91016

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____

INVOICE NEEDED: YES NO

SPONSOR TOTAL: \$ _____

CHECK (PAYABLE TO CLA): CHECK # _____

CREDIT CARD:

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

CARD HOLDER NAME _____

BILLING ADDRESS _____

CITY, STATE, ZIP CODE _____

CARD NUMBER _____

EXPIRATION DATE _____ VERIFICATION CODE _____

EMAIL _____

SIGNATURE _____