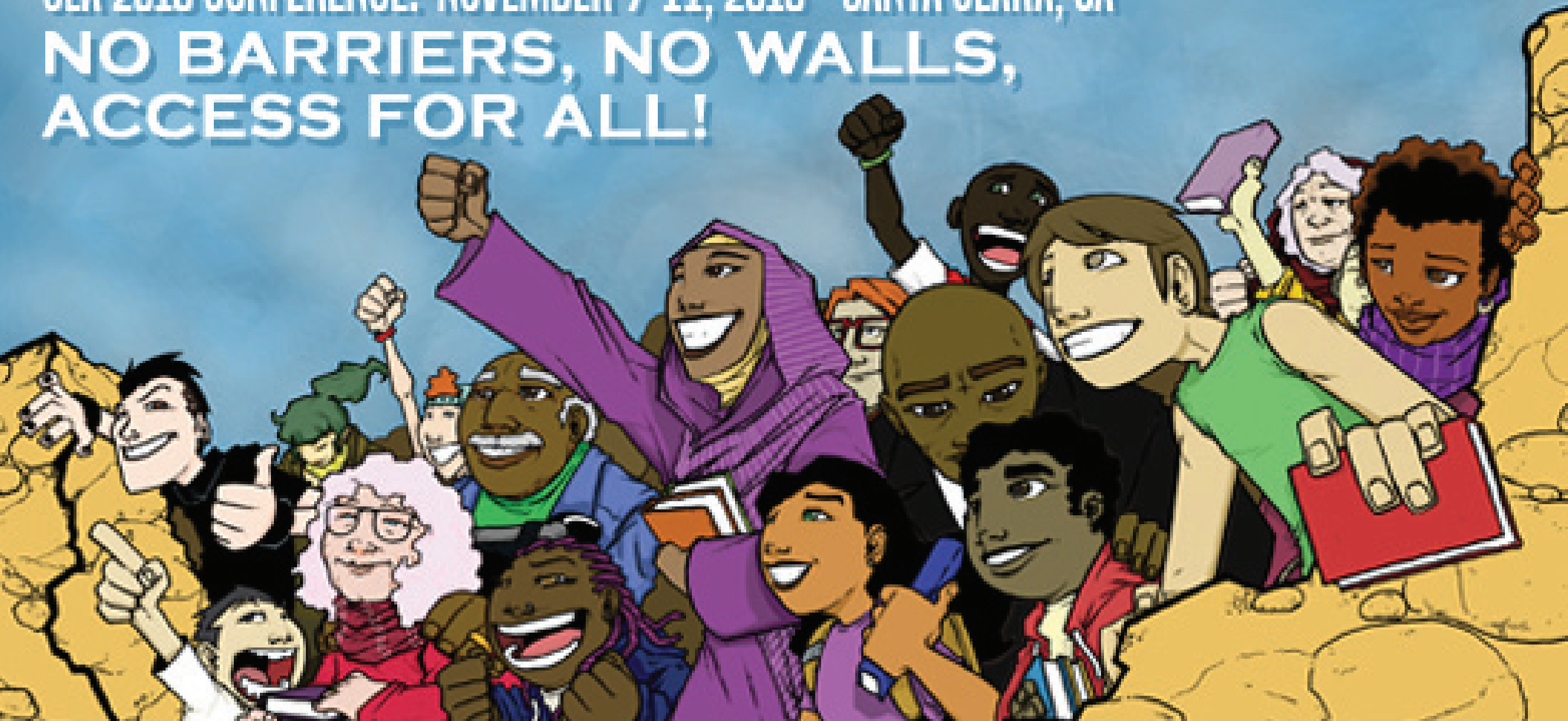


CLA 2018 CONFERENCE: NOVEMBER 9-11, 2018 - SANTA CLARA, CA  
NO BARRIERS, NO WALLS,  
ACCESS FOR ALL!



## 2018 SPONSORSHIP PROSPECTUS



CALIFORNIA LIBRARY ASSOCIATION

# 2018 SPONSORSHIP PROSPECTUS

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! See the many benefits below that come with our various sponsorship opportunities.

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	•	•	•	•	•
SPONSOR RIBBONS FOR ALL COMPANY REPRESENTATIVES	•	•	•	•	•
RECOGNITION AT THE CLA MEMBERSHIP MEETING	•	•	•	•	•
PRIORITY FOR BOOTH(S) LOCATION IN THE EXHIBIT HALL (AS AVAILABLE)	•	•	•	•	
OPPORTUNITY TO DEMO YOUR PRODUCT IN A DESIGNATED SPACE	•	•	•	•	
RECOGNITION ON CLA'S SOCIAL MEDIA ACCOUNTS BEFORE AND DURING CONFERENCE	•	•	•	•	
OPPORTUNITY TO BE A PART OF EXHIBIT HALL OPENING RIBBON CUTTING CEREMONY	•	•	•		
30 MINUTE PROGRAM TIME SLOT	•				
FOUR COMPLIMENTARY TICKETS TO THE CLA AWARDS RECEPTION	•				
TWO COMPLIMENTARY TICKETS TO THE CLA AWARDS RECEPTION		•			

## SPONSORSHIP PROSPECTUS

### OVERVIEW & BENEFITS

#### DIAMOND

#### PLATINUM

#### GOLD

#### SILVER

#### BRONZE

#### BECOME A SPONSOR

CALIFORNIA  
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ASSOCIATION

[clasponsorship@cla-net.org](mailto:clasponsorship@cla-net.org)

# DIAMOND

## FRIDAY KEYNOTE: JOSE ANTONIO VARGAS

Jose Antonio Vargas is a Pulitzer Prize-winning journalist, Emmy-nominated filmmaker, and a leading voice for the human rights of immigrants. He is the founder and CEO of Define American, the nation's leading non-profit media and culture organization that fights injustice and anti-immigrant hate through the power of storytelling. His forthcoming memoir, *Dear America: Notes of an Undocumented Citizen*, will be published by HarperCollins in fall 2018.

The opening keynote is a main attraction and the highest-attended event at conference, offering a great deal of exposure. Your company will receive recognition on large screens at the front of the room and on Keynote Speaker signage.  
Cost: \$15,000



## CLOSING KEYNOTE

Keynote speakers are always a highlight, with a great deal of exposure for their sponsors. Your company will receive recognition on large screens at the front of the room and on Keynote Speaker signage.  
Cost: \$10,000

## CONFERENCE APP - CADMIUM

Your logo on the app splash page; static banner ad in the app; upgraded company profile; and designated push notifications that drive attendees to your booth.  
Cost: \$10,000

## LANYARDS

Your logo on all conference lanyards, given to all conference attendees.  
Cost: \$10,000

## AWARDS GALA - SOLD



CLA's most glamorous event honoring leaders from across the state, along with a special guest speaker. Your company will receive recognition at the event, in the awards Gala program, and in marketing materials.  
Cost: \$10,000

## SPONSORSHIP PROSPECTUS

### OVERVIEW & BENEFITS

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# PLATINUM

## OPENING RECEPTION

Capitalize on the high energy of attendees, eager to kick off the conference, recognition as sponsor with name and logo featured prominently at the event and on marketing materials.

Cost: \$7,500

## BEATTY AND CALIFORNIA YOUNG READER MEDAL BREAKFAST

CLA's celebration of children's literature and a breakfast. Your company will receive recognition at the event and on the marketing materials.

Cost: \$7,500

**SPONSORSHIP  
PROSPECTUS**

**OVERVIEW  
& BENEFITS**

**DIAMOND**

**PLATINUM**

**GOLD**

**SILVER**

**BRONZE**

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**OPENING RECEPTION**

# GOLD

## EXHIBIT HALL ACTIVITIES & SIGNAGE

Recognition as the exhibit hall activities sponsor and name and logo on all signs throughout the exhibit hall

Cost: \$5,000

## AFTERNOON COFFEE/TEA

(2 opportunities: Friday & Saturday)

Everything is better with an afternoon beverage. Located in the exhibit hall, your company will receive recognition at food stations during the popular refreshment breaks

Cost: \$5,000

## BREAKFAST BREAK: SUNDAY

Surprise and delight attendees as they enjoy a tasty breakfast located in the exhibit hall. Your company will receive recognition at food stations during the popular event.

Cost: \$5,000

## CHARGING STATION - SOLD



Your logo prominently displayed on device charging station located in either the Exhibit Hall or Meeting Area.

Cost: \$5,000



EXHIBIT HALL SIGNAGE

CHARGING STATION

## SPONSORSHIP PROSPECTUS

## OVERVIEW & BENEFITS

## DIAMOND

## PLATINUM

## GOLD

## SILVER

## BRONZE

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# SILVER

## PRECONFERENCE (3 opportunities)

Recognized at preconference workshops during event and on signage. Your informational handouts are allowed on a resource table at the event.

Cost: \$2,500



## AFTER-DARK KEYNOTE - SOLD

The program that kicks off the popular "After Dark" programs. Recognition

during the event and on signage. Your informational handouts are allowed on a resource table at the event.



Cost: \$2,500

## BREAKFAST BREAK: SATURDAY

*(1 available co-sponsorship, 1 sold co-sponsorship)*



Surprise and delight attendees as they enjoy a tasty breakfast located in the exhibit hall. Your

company will receive recognition at food stations during the popular event.

Cost: \$2,500

## CALENDAR - SOLD

California Librarians are banding together to create a calendar of all interests, abilities, and talents.

Cost: \$2,500

## SPONSORSHIP PROSPECTUS

### OVERVIEW & BENEFITS

### DIAMOND

### PLATINUM

### GOLD

### SILVER

### BRONZE

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PRECONFERENCE WORKSHOP

# BRONZE

## CHILDREN'S CORNER

Exciting new opportunity to sponsor engaging activities for attendee's children. Recognition as the activities sponsor with name and logo

Cost: \$1,000

## MAKERSPACE ALLEY - *SOLD*



SirsiDynix®

Exciting new opportunity to sponsor makerspace activities for attendees. Recognition as the activities sponsor with name and logo

Cost: \$1,000

## MEMBERSHIP BOOTH INSPIRATION WALL - *SOLD*



Exciting new opportunity to sponsor an inspiration wall in the membership area of the exhibit hall where attendees can post inspiration messages.

Cost: \$1,000



## SPONSORSHIP PROSPECTUS

## OVERVIEW & BENEFITS

## DIAMOND

## PLATINUM

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## SILVER

## BRONZE

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# BECOME A SPONSOR

Please select the opportunity you are interested in sponsoring and along with your information below to: [clasponsorship@cla-net.org](mailto:clasponsorship@cla-net.org). We will reach out to you soon to discuss your interest in becoming a sponsor.

## DIAMOND

- ☐ OPENING KEYNOTE \$10,000
- ☐ CLOSING KEYNOTE \$10,000
- ☐ CONFERENCE APP \$10,000
- ☐ LANYARDS \$10,000

## PLATINUM

- ☐ OPENING RECEPTION \$7,500
- ☐ BEATTY & CYRM BREAKFAST \$7,500

## GOLD

- ☐ EXHIBIT HALL ACTIVITIES & SIGNAGE \$5,000
- ☐ AFTERNOON COFFEE \$5,000
- ☐ SATURDAY ☐ SUNDAY
- ☐ SUNDAY BREAKFAST BREAK \$5,000

## SILVER

- ☐ PRECONFERENCES \$2,500
- ☐ SATURDAY BREAKFAST BREAK CO-SPONSORSHIP \$2,500

## BRONZE

- ☐ CHILDREN'S CORNER \$1,000

COMPANY: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

## SPONSORSHIP PROSPECTUS

## OVERVIEW & BENEFITS

## DIAMOND

## PLATINUM

## GOLD

## SILVER

## BRONZE

## BECOME A SPONSOR

REVISED: JUNE 14, 2018



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