



LEAGUE OF EXTRAORDINARY LIBRARIANS



California Library Association Conference

Pasadena, CA October 24-26, 2019

www.cla-net.org

9 SPONSORSHIP PROSPECTU



CALIFORNIA LIBRARY ASSOCIATION

2019 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	•	•	•	•	•
PRE AND POST CONFERENCE EMAIL BLAST TO CONFERENCE ATTENDEES	•	•	•	•	•
PRIORITY FOR BOOTH(S) LOCATION IN THE EXHIBIT HALL (AS AVAILABLE)	•	•	•	•	
OPPORTUNITY TO DEMO YOUR PRODUCT IN A DESIGNATED SPACE	•	•	•	•	
RECOGNITION ON CLA SOCIAL MEDIA ACCOUNTS BEFORE AND DURING CONFERENCE	•	•	•	•	
OPPORTUNITY TO BE A PART OF EXHIBIT HALL OPENING RIBBON CUTTING CEREMONY	•	•	•		
50 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

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DIAMOND

KEYNOTE - STEVE PEMBERTON

The 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

FRIDAY NIGHT FEATURED SPEAKER

In Conversation with Michael Connelly – come join us during the Night Track as we welcome bestselling author, Michael Connelly. Michael Connelly's blockbusters include: *The Lincoln Lawyer*, *The Poet*, *Angels Flight*, *The Concrete Blonde*. Some of his works have inspired the TV series, *Bosch*.

Cost: \$10,000



STEVE PEMBERTON

MICHAEL CONNELLY

FEATURED SPEAKER

Featured 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 Featured Speaker signage.

Cost: \$10,000

CONFERENCE APP - CADMIUM - SOLD



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 - SOLD



Your logo on all conference lanyards, given to all conference attendees.

Cost: \$10,000

AWARDS GALA

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

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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 TEA - *SOLD*



CLA's celebration of children's literature featuring the 2019 award winners. Your company will receive recognition at the event and on the marketing materials.

Cost: \$7,500

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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

SATURDAY BREAKFAST BREAK

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

SATURDAY EXHIBIT HALL LUNCH

Some lunchtime refreshments for attendees while they chat with the exhibitors.
Cost: \$5,000

CHARGING STATION - SOLD

Your logo prominently displayed at charging station location in registration and meeting areas.
Cost: \$5,000



EXHIBIT HALL SIGNAGE



CHARGING STATION

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SILVER

SUPER SESSIONS

EBSCO

(2 opportunities available, 1 supersession sold)

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

Cost: \$2,500

AFTERNOON COFFEE/TEA - SOLD



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



Cost: \$2,500

FRIDAY BREAKFAST BREAK



(1/2 opportunities remaining, 1 - Sold)

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



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BRONZE

CHILDREN'S CORNER

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

Cost: \$1,000

GAME SPACE

Exciting new opportunity to sponsor a game area, where attendees can relax, network and play games.

Cost: \$1,000

MAKERSPACE ALLEY

Opportunity to sponsor makerspace activities for attendees. Recognition as the activities sponsor with name and logo.

Cost: \$1,000



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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. We will reach out to you soon to discuss your interest in becoming a sponsor.

DIAMOND

- KEYNOTE \$15,000
- FEATURED SPEAKER \$10,000
- FRIDAY NIGHT FEATURED SPEAKER \$10,000
- AWARDS GALA \$10,000

PLATINUM

- OPENING RECEPTION \$7,500

GOLD

- EXHIBIT HALL ACTIVITIES & SIGNAGE \$5,000
- SATURDAY BREAKFAST BREAK \$5,000
- SATURDAY EXHIBIT HALL LUNCH \$5,000

SILVER

- SUPER SESSIONS \$2,500
- AFTERNOON COFFEE/TEA \$2,500
- FRIDAY BREAKFAST BREAK \$2,500

BRONZE

- CHILDREN'S CORNER \$1,000
- GAME SPACE \$1,000
- MAKERSPACE ALLEY \$1,000

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

PHONE: _____

EMAIL: _____



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