Sponsorship Opportunities

ABOUT THE ASSOCIATION FOR LIBRARY SERVICE TO CHILDREN (ALSC)

ALSC sponsors are publishers, businesses and other organizations that believe in ALSC’s mission of engaging communities to build healthy, successful futures for all children. By generously committing to sponsorship, ALSC sponsors help to enhance the work of the profession and the more than 4,000 members ALSC serves.

By becoming an ALSC Supporter, you will:

• Increase your visibility and brand recognition as a company that is dedicated to quality products and educational programming for librarians
• Build relationships with children’s librarians across the country who are putting books and materials into libraries and the hands of children
• Illustrate your company’s support and commitment to children’s libraries and those who serve in the field

ABOUT THE ALSC NATIONAL INSTITUTE

The ALSC National Institute is a two and a half day learning opportunity for youth library staff, children’s literature experts, education and library school faculty members, and other interested adults. In 2018, 400 people attended the ALSC National Institute and received hours of quality educational programming, keynote speakers, local receptions and networking opportunities.

For more information about the Institute please visit: www.ala.org/alsc/institute.

To maximize your brand recognition, consider sponsoring an event, program, or activity at the ALSC Institute. Event opportunities for sponsorship are listed below. If you don’t see something that interests you, ALSC is happy to work with you on a custom package to meet your sponsorship goals.

**Wednesday Night Reception - $1,500**
The Wednesday night reception is a great way to welcome attendees to Minneapolis and get everyone mingling before the Institute officially begins on Thursday. This reception is a low-key event with 200 attendees, and includes drinks and appetizers. The reception provides the sponsor with a great opportunity to mingle and display materials. Sponsor signage will be provided by ALSC.

**Opening General Session and Dinner - $3,000**
Kick-off the official start of the Institute by sponsoring the keynote speaker on Thursday night. This is the first and only dinner during the Institute and one event participants will not forget. The sponsor will have the opportunity to share a brief message about their company and distribute materials at each seat. Signage will be provided by ALSC.

**Friday Night Reception - $2,000**
Friday evening’s reception is a great place to network with attendees and showcase any of your up and coming products at a local venue. Librarians sample drinks and appetizers while exploring the venue and catching-up with friends. ALSC will provide the sponsor of this event with a table to set-out materials as well as sponsorship signage.

**Saturday Breakfast - $1,500**
Have attendees rise and shine with you for the final breakfast on Saturday morning. The sponsor will have the opportunity to share a brief message about their company and distribute materials at each seat. Signage will be provided by ALSC.

**Closing General Session - $2,000**
Leave a lasting impression on attendees by sponsoring the closing general session on Saturday. The sponsor will have the opportunity to share a brief message about their company and distribute materials at each seat. Signage will be provided by ALSC.

**Educational Programs - $1,000 (multiple opportunities)**
Sponsor one of ALSC’s 16 education programs to emphasize your organization’s belief in the importance of continuing library education. Sponsors of educational programs will have the opportunity to distribute materials at each seat during their sponsored program. Signage will be provided by ALSC.

**ALSC Connection Activities - $2,500**
One of the biggest benefits of attending the Institute is the networking opportunities. With ALSC Connection, we’ve made networking for participants easy through fun events and programs. The sponsor will have the opportunity to distribute materials to attendees and signage will be provided by ALSC.

**WiFi Access to All Attendees - $4,000 - $5,000**
Attendees will receive complimentary WiFi throughout the Institute’s meeting space. You’ll have the opportunity to create a custom WiFi Network name, branded splash page, and/or custom landing page. Package pricing varies depending on which of these custom items are selected.

Please reach out to ALSC Deputy Director, Alena Rivers, at arivers@ala.org if you have any questions about sponsorship opportunities.