

**Representing more than  
5,000 Friends groups,  
library directors, Boards  
of Trustees, and library  
Foundations, United for  
Libraries helps  
supporters raise money  
to spend on library  
materials, databases, and  
services just like yours.**

**When you support United  
for Libraries, you support  
library fundraisers and  
decision makers.**

*Every dollar the Friends  
generate for their library  
is a dollar more the library  
has to spend on the valuable  
materials and services our  
corporate sponsors provide.  
It's a perfect circle.*

**“Whatever the cost of our  
libraries, it is cheap  
compared to that of an  
ignorant nation.”**

**Walter Cronkite**

## Corporate Sponsors

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**United for Libraries**  
859 W. Lancaster Ave., Unit 2-1  
Bryn Mawr, PA 19010  
(800) 545-2433, ext. 2161  
[www.ala.org/united](http://www.ala.org/united)  
Email: [united@ala.org](mailto:united@ala.org)






**United  
for Libraries**  
Association of Library Trustees,  
Advocates, Friends and Foundations  
*A division of the American Library Association*



**Help keep  
libraries strong and  
reach a valuable  
customer base.**

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## Five Key Reasons to Support United for Libraries

-  An excellent way to market your company.
-  Influence librarians' decision making.
-  Connect with other corporate sponsor leaders.
-  Excellent benefits...see inside.
-  Good will in the library community.

**“I believe the ongoing partnership between libraries and library vendors is a key component of success for both parties.”**

Christine Lind Hage  
Director, Rochester Hills Public Library  
Past President, United for Libraries  
Past President, PLA

## We Connect You with Libraries

BENEFIT	FRIEND	SILVER	GOLD	PLATINUM
Promotion in our newsletter, circ. 5,000+	X	X	X	X
Special offer promotion (website, member email, social media)	X	X	X	X
Special offer promotion on our listservs/email discussion groups	X	X	X	X
Invitations to special events	X	X	X	X
Promotion of partnership through ALA	X	X	X	X
Invitation to seat authors on our panels	X	X	X	X
United sponsor signage at your conference booth	X	X	X	X
Your name in each issue of our newsletter	X	X	X	X
Twice yearly promotion in our newsletter, circ. 5,000+		X	X	X
Regional event sponsorship opportunities		X	X	X
Priority seating of authors on our panels		X	X	X
Use of our logo to promote partnership		X	X	X
Opportunity to name affiliate company at Friend level*			X	X
Use of our mailing list**			X	X
Opportunity to sponsor e-blasts to our members			X	X
Partnership article in our newsletter and on our website			X	X
Social media blast about your company and our partnership			X	X
Major event sponsorship opportunities at ALA conferences			X	X
First choice to seat authors at our ticketed events			X	X
Annual vendor-librarian discussion group at ALA conferences			X	X
Direct link to your company on our website				X
Your logo & promotion about partnership on the front page of our newsletter				X
Front page promotion of your sponsorship/special offer on our website				X
Choice of major United event sponsorship and exclusive branding				X
“Library Hero” article in our newsletter for your company				X

Please see reverse for levels of corporate sponsorship or go to [www.ala.org/united/sponsors](http://www.ala.org/united/sponsors). For more information about partnering with United for Libraries, contact Executive Director Beth Nawalinski at [bnawalinski@ala.org](mailto:bnawalinski@ala.org).

\*Platinum level donors may name two affiliates. \*\* Platinum level donors receive twice yearly use of mailing list.