10th Annual Young Adult Services Symposium
Reno, Nevada

Sponsor & Donor Opportunities

The mission of the Young Adult Library Services Association (YALSA) is to support library staff in alleviating the challenges teens face, and in putting all teens – especially those with the greatest needs – on the path to successful and fulfilling lives.

YALSA appreciates your willingness to support our mission, teens, and members!
About YALSA

Founded in 1957 and headquartered in Chicago, YALSA is a division of the American Library Association, a 501(c)3 charitable association.

YALSA Facts
- The current membership is more than 4,400 members.
- Nearly 50% have full purchasing power at their library.
- An additional 42% make purchasing recommendations.

What We Do
YALSA brings together key stakeholders from the areas of libraries, education, research, out of school time, youth development, and more to develop and deliver resources to libraries that expand their capacity to support teen learning and enrichment and to foster healthy communities.

Advocate: The National Library Legislative Day initiative allows YALSA to advocate on a national level. YALSA informs and engages policymakers and elected officials about the critical role libraries and librarians play in preparing teens to become engaged, productive citizens.

Research: Through efforts such as its Research Agenda and Journal for Research on Libraries and Young Adults, YALSA promotes and disseminates relevant research about teens services.

Train: YALSA offers a wealth of continuing education activities including: e-learning, licensed institutes, and our symposium.

Build Capacity: YALSA provides over $195,000 per year to libraries through grants to help libraries offer summer learning programs, hire teen interns, and increase their digital media offerings. YALSA scholarships and stipends support librarians and library workers seeking to further their education or gain leadership skills.

Learn more about YALSA at www.ala.org/yalsa or on Twitter via @yalsa

Take advantage of the great opportunities to expose your brand and become a partner with the young adult library community.
$10,000 Donation for both events

- Saturday Evening Book Blitz Reception – Over 450 attendees
- Friday Night Networking Cocktail Reception – Over 350 attendees

Exclusive Sponsor benefits:

- Link to your organization’s website from the symposium website
- Full-page advertisement on the back page of the online program book
- Unique logo recognition on signage for the sponsored events.
- Logo recognition in the program book
- Acknowledgment approximately 30 days before the conference via e-blast, website, and blog.
- Opportunities for your organization to network with attendees.
- Access to the email list of approximately 600 conference registrants**
- Public thank you in announcements
- Opportunity to make a brief welcome announcement during both receptions
- Opportunity to display your organization’s product information or catalogs
- Opportunity to network with attendees
- Complimentary registration for two members of your organization.
- One full-page thank you message in Young Adult Library Services (YALS), YALSA’s digital award-winning quarterly journal
- Subscription to YALSA’s digital award-winning journal, Young Adult Library Services (YALS)

This Symposium reaches approximately 600 adolescent champions. Attendees include administrators, librarians, library workers, educators, advocates, students, authors, publishers, and others interested in library services for youth ages 12 – 18. For sponsorship questions, contact Tammy Dillard-Steels, Executive Director at tdillard@ala.org.
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$7,500 Donation

- **Saturday Evening Book Blitz Reception – Over 450 attendees**

*Sponsor benefits:*

- Logo recognition on signage.
- Recognition 30 days before the conference via e-blast, website, and blog.
- Opportunities for your organization to network with attendees.
- Logo featured on a page in the program book.
- Access to the email list of approximately 600 conference registrants**
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- Opportunity to network with attendees
- Exclusive logo recognition on signage for the sponsored event.
- Complimentary registration for two members of your organization
- Subscription to YALSA’s digital award-winning journal, *Young Adult Library Services (YALS)*
$7,500 Donation
- **Friday Night Networking Cocktail Reception**

*Sponsor benefits:*
- Logo recognition on signage.
- Acknowledgment approximately 30 days before the conference via e-blast, website, and blog.
- Opportunities for your organization to network with attendees.
- Logo featured on a page in the program book.
- Access to the email list of approximately 600 conference registrants**
- Public thank you in announcements
- Opportunity to make a brief welcome announcement during the reception
- Opportunity to display your organization’s product information or catalogs
- Opportunity to network with attendees
- Exclusive logo recognition on signage for the sponsored event.
- Complimentary registration for two members of your organization
- Subscription to YALSA’s digital award-winning journal, *Young Adult Library Services (YALS)*

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$5,000 Donation
- **Symposium App**

**Exclusive Sponsor benefits:**
- Pre-Event Insight
- Analytics
- Full custom page advertisement on app
- Pop-up advertisement on app
- Links to organization custom external site
- Home screen exposure.
- Every page can link to sponsor to contact.
- Engage and network with attendees virtually.
- Opportunity to make a brief welcome announcement during the opening session.
- Logo recognition in the program book
- Complimentary registration for two members of your organization
- Subscription to YALSA’s digital award-winning journal, *Young Adult Library Services* (YALS)

$4,000 Donation for both dates (Saturday and Sunday) or $2,000 per day
- **Breakfast (Two opportunities – Saturday or Sunday)**

**Sponsor benefits:**
- Logo recognition on signage at the Breakfast and program book
- Opportunities for members of your organization to network with attendees
- Opportunity to display your product information or catalogs
- Complimentary registration for two members of your organization
- Subscription to and 1/2-page thank you message in YALSA’s digital award-winning journal, *Young Adult Library Services* (YALS)

$4,500 for all Breaks or $2,000 Donation Per Break
- **30-minute Coffee Breaks (3 available)**

**Sponsor benefits:**
- Logo in program book and on signs displayed at beverage stations
- Opportunities for members of your organization to network with attendees
- Opportunity to display your product information or catalogs
- Complimentary registration for one member of your organization
- A subscription to & thank you message in YALSA’s digital award-winning quarterly journal, *Young Adult Library Services* (YALS)
$2,000 Donation per item

- **Customized Logo on Swag – Products may vary:**
  - Lanyard with badge holder (600 holders)
  - Battery Charging Station (one station) (3 slots available)
  - Hand Sanitizing Station (two stations) (4 slots available)
  - Individual Sanitizers (500 bottles) (2 slots available)
  - Symposium Bags (300 bags) (2 slots available)

*Sponsor benefits:*

- Opportunities for members of your organization to network with attendees
- Opportunity to display your product information or catalogs
- Complimentary registration for one member of your organization
- A subscription to & thank you message in YALSA’s digital award-winning quarterly journal, *Young Adult Library Services (YALS)*
- Recognition approximately 10 days before the conference via e-blast, website, and blog.

$300 Donation per book title

- **Book Buzz (5 slots available)**

*Sponsor benefits:*

- Six to ten minutes to showcase titles at the Book Buzz.

*Note: Photos taken at YALSA’s 2019 Symposium in Memphis, TN.*

**Attendees have the right to privacy and the option not to share their email address with the vendor.**

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