



2017 – 2018

Sponsorship Opportunities

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Get Noticed at ALA's 2017 Midwinter Meeting!

Atlanta, January 20—24, 2017

The 2017 ALA Midwinter Meeting is a great opportunity to maximize your exposure in the young adult library community. At ALA's 2016 Annual Conference, nearly 1,000 YALSA members attended the conference. Event highlights at ALA's 2017 Midwinter Meeting include:

- YALSA Members' Happy Hour
- ALSC/YALSA Member Reception
- Meetings will feature such varied topics as audiobooks, graphic novels, trends in teen services and more

Listed below is more detailed information about each event and the benefits your organization will receive when they sign on to host the event.

Future Ready Project Reception

\$1,000

Members of your organization can make contacts with the YALSA project grantees in a relaxing atmosphere. Beer, wine and light refreshments will be served. Attendance for the event is expected to be 40. Thursday Jan. 19.

Partner Benefits:

- Promotion before the conference via e-blast, web site & blog
- Opportunities for members of the organization to network with attendees
- Display tables to exhibit promotional materials, catalogs, etc.

BFYA Teen Lunch

\$750

50 area teens will participate in the Best Fiction for Young Adults session Saturday afternoon. Help make sure they're well-fed before the session and use the opportunity to highlight a new title or author with them. This opportunity is available to no more than six sponsors on a first come, first serve basis. Saturday Jan. 21

Sponsor benefits:

- Each participating publisher can feature up to two authors or books
- Opportunities for members of your organization to network with the teens
- The chance to contribute to swag bags for the teens
- Logo recognition on signage for the event

YALSA Members' Happy Hour

\$4,000

Members of your organization can make contacts with the YALSA attendees in a relaxing atmosphere. Beer, wine and light refreshments will be served. Attendance for the event is expected to be 200. Saturday Jan. 21.

Partner Benefits:

- Promotion before the conference via e-blast, web site & blog
- Opportunities for members of the organization to network with attendees
- Display tables to exhibit promotional materials, catalogs, etc.

- Logo recognition on signage at the reception and promotional materials
- An opportunity to give a brief speech during the reception
- One half page thank you message in *Young Adult Library Services*, YALSA's award-winning quarterly journal
- Free subscription to *Young Adult Library Services*

Coffee with the Candidates

\$500

Members of your organization can network and nosh with the YALSA attendees. Attendees will mingle with YALSA leaders who are running for elected positions. Attendance for the session is expected to be 50. Sunday Jan. 22.

Partner benefits:

- Promotion before the conference via web site
- Opportunities for members of your organization to network with attendees
- A display table to exhibit promotional materials, catalogs, etc.
- Logo recognition on signage for the event

Morris & Nonfiction Awards Program & Reception

\$3,500

Be a part of YALSA's newest event at the conference! This event will follow the ALA Youth Media Awards announcements. Attendees will listen to the honored authors talk about their works and mingle over coffee and danish. Attendance for the presentation is expected to be 250. Monday Jan. 23.

Sponsor benefits:

- Promotion before the conference via e-blast, web site & blog
- Opportunities for members of your organization to network with attendees
- A display table to exhibit promotional materials, catalogs, etc.
- The chance to contribute to swag bags for attendees
- Logo recognition on signage for the event
- Subscription to *Young Adult Library Services*, YALSA's award winning journal
- A half page thank you message in *Young Adult Library Services*, YALSA's award winning journal

Joint Youth Division Membership Reception

\$6,000

Spend an evening enjoying drinks and hors d'oeuvres while networking with approximately 300 members from ALSC and YALSA. Monday Jan. 23.

Partner Benefits:

- Promotion before the conference via e-blast, web site & blog
- Opportunities for members of the organization to network with attendees
- Display tables to exhibit promotional materials, catalogs, etc.
- Logo recognition on signage at the reception and promotional materials
- An opportunity to give a brief speech during the reception
- One full page thank you message in *Young Adult Library Services*, YALSA's award-winning quarterly journal
- Announcement of partnership prior to the conference via a press release
- Free subscription to *Young Adult Library Services*



Benefits of Partnership: Teen Tech Week's promotional partners receive extensive benefits designed to complement your corporation's strategic marketing objectives, as well as reach key market segments. For details, please read below. Please contact YALSA's Executive Director, Beth Yoke, at 312.280.4391 or byoke@ala.org for additional information.

National Corporate Sponsor-- \$50,000+ contribution

- Sponsor a Teen Tech Week™ Kick-Off in a large media market like Chicago, LA & NYC
- Company receives its own web page on the Teen Tech Week web site
- Receive access to market research and opportunity to include a question in surveys
- Co-branded Teen Tech Week collateral is created and distributed that is mutually agreeable to your organization & YALSA
- Implement an activation program that is mutually agreeable to your company & YALSA
- One-time access to YALSA's membership mailing list
- Other activities that are mutually agreeable to your organization and YALSA
- Receive all of the benefits of the Teen Tech Week partnership levels listed below

Gigabyte Partner Level-- \$25,000+ contribution

- Be the host of a member reception at ALA's Midwinter or Annual conference
- Feature an author or product via a special wrap or insert for the winter issue of *Young Adult Library Services*
- Full-page thank you in YALSA's award winning journal, *Young Adult Library Services*, & sidebar thank you on the journal's online companion
- Receive all of the benefits of the Teen Tech Week partnership levels listed below

Megabyte Partner Level-- \$10,000+ contribution

- An interview or company profile placed in YALSA's journal (print & e-version)
- One webinar sponsorship jointly created and delivered by your company & YALSA
- One sponsorship of a monthly e-newsletter to YALSA membership
- Either one interview or one sponsored blog post on the YALSAblog
- Receive all other benefits of Teen Tech Week partnership levels outlined below

Kilobyte Partner Level -- \$5,000+ contribution

- One boom box feature in a monthly TTW email blast
- Promote products via swag bags at events like Teen Tech Week Kick-Offs
- YALSA writes and distributes a news release announcing partnership
- Receive all other benefits of Teen Tech Week partnership levels outlined below

Tech Support Partner Level -- \$2,500+ contribution

- Receive one-time access to the email list of Teen Tech Week registrants
- Opportunity to promote product through registration incentives or membership drives
- Free subscription to *YALS*, YALSA's award winning quarterly journal
- A certificate of recognition to display in your exhibit booth or office
- Company name listed on the Teen Tech Week web site and in publicity materials, including print PSAs and a thank you message in *Young Adult Library Services*
- Permission to promote company as an "Official Teen Tech Week 2015 Partner"
- Right to use the Teen Tech Week logo in advertising and promotional materials

In-Kind Contributor -- donated services &/or products

- Opportunity to promote products through registration incentives
- A certificate of recognition to display in your exhibit booth or office
- Company name listed on the TTW web site



Teen Tech Week 2017 will be celebrated March 5—11

YALSA at ALA's 2017 Annual Conference

Chicago, June 23—27

The conference is a great opportunity to maximize your exposure in the vibrant young adult library services community. Each year approximately 15-20% of YALSA's 4,800 personal members attend the conference. Sponsoring a YALSA event is an effective way to reach librarians and library workers who serve teens. YALSA's Conference Sponsors receive extensive benefits designed to complement your organization's strategic marketing objectives, as well as reach key market segments. For details, please read below.

Michael L. Printz Award Reception

\$7,000.00

Be a part of YALSA's largest event at the conference! Each year about 400 persons attend to listen to the winning authors talk about their works and afterwards mingle over hors d'oeuvre and cocktails. Friday June 23.

Sponsor benefits:

- Promotion before the conference via YALSA's web site and an email blast to membership
- Opportunities for members of your organization to network with attendees
- An opportunity to address attendees with a brief speech during event
- A display table to exhibit promotional materials, catalogs, etc.
- The chance to contribute to swag bags for attendees
- Logo recognition on signage for the event
- Subscription to *Young Adult Library Services*, YALSA's award winning journal
- One page thank you message in *Young Adult Library Services*, YALSA's award winning journal

Bagels, Books & Exhibit Booths

\$2,000.00

YALSA members-in-the-know are up early on Saturday to be among the first on the exhibit floor to see the latest galleys and talk with publisher and vendor representatives about books, authors, emerging technologies, digital resources and more. Help them get the energy they need for a morning walking the exhibit floor! Members of your organization can network and nosh with YALSA members at a breakfast just prior to the opening of exhibits. Saturday June 24.

Sponsor benefits:

- Promotion before the conference via YALSA's web site and an email blast to membership
- Opportunities for members of your organization to network with attendees
- A display table to exhibit promotional materials, catalogs, etc.
- The chance to contribute to swag bags for attendees
- Logo recognition on signage for the event

BFYA Teen Lunch**\$750**

50 area teens will participate in the Best Fiction for Young Adults session Saturday afternoon. Help make sure they're well-fed before the session and use the opportunity to highlight a new title or author with them. This opportunity is available to no more than six sponsors on a first come, first serve basis. Saturday June 24.

Sponsor benefits:

- Each participating publisher can feature up to two authors or books
- Opportunities for members of your organization to network with the teens
- The chance to contribute to swag bags for the teens
- Logo recognition on signage for the event

YALSA 60th Anniversary Reception**\$6,000.00**

Get the chance to meet and network with YALSA members in a fun, informal setting. YALSA's past few happy hours at the Annual Conference have been filled to capacity. Saturday June 24.

Sponsor benefits:

- Promotion before the conference via YALSA's web site
- Free sponsorship of an email blast to registered YALSA attendees prior to the conference
- Opportunities for members of your organization to network with attendees
- A display table to exhibit promotional materials, catalogs, etc.
- The chance to contribute to swag bags for attendees
- Logo recognition on signage for the event
- An opportunity to welcome attendees with a brief speech during event
- Announcement of sponsorship prior to the conference via a press release
- Free subscription to *Young Adult Library Services*, our award winning journal
- One page thank you message in *Young Adult Library Services*, YALSA's award winning journal

YA Authors' Coffee Klatch**\$5,000.00**

Help send YALSA members home on a positive note! This final YALSA event will feature authors whose books have been selected for a recent YALSA award or selected list. 300 attendees will mingle with them at this informal breakfast. Sun. June 25.

Sponsor benefits:

- Promotion before the conference via YALSA's web site and an email blast to membership
- Opportunities for members of your organization to network with attendees
- A display table to exhibit promotional materials, catalogs, etc.
- The chance to contribute to swag bags for attendees
- Logo recognition on signage for the event
- One half page thank you message in *Young Adult Library Services*, YALSA's award winning quarterly journal



Benefits of Partnership: Teen Read Week's promotional partners receive extensive benefits designed to complement your corporation's strategic marketing objectives, as well as reach key market segments. For details, please read below or contact YALSA's Executive Director, Beth Yoke, at 312.280.4391 or byoke@ala.org

National Corporate Sponsor-- \$50,000+ contribution

- Sponsor a Teen Read Week™ Kick-Off in a large media market like Chicago, LA & NYC
- Company receives its own web page on the Teen Read Week (TRW) web site
- Receive access to market research and opportunity to include a question in surveys
- Co-branded, mutually agreed upon, TRW collateral is created and distributed
- Implement an activation program that is mutually agreeable to your company & YALSA
- One-time access to YALSA's membership mailing list
- Other activities that are mutually agreeable to your organization and YALSA
- Receive all of the benefits of the TRW partnership levels listed below

Blockbuster Partner Level-- \$25,000+ contribution

- Be the host of a member reception at ALA's Midwinter or Annual conference
- Feature an author or product via a special wrap or insert for the summer issue of *Young Adult Library Services*
- Full-page thank you in YALSA's award winning journal, *Young Adult Library Services*, & sidebar thank you on the journal's online companion
- Receive all of the benefits of the TRW partnership levels listed below

Classic Partner Level-- \$10,000+ contribution

- An interview or company profile placed in YALSA's journal (print & e-version)
- One webinar sponsorship jointly created and delivered by your company & YALSA
- One sponsorship of a monthly e-newsletter to YALSA membership
- Either one interview or one sponsored blog post on the YALSAblog or the Hub
- Receive all other benefits of TRW partnership levels outlined below

Bestseller Partner Level -- \$5,000+ contribution

- One boom box feature in a monthly TRW email blast
- Promote products via swag bags at events like TRW Kick-Offs
- YALSA writes and distributes a news release announcing partnership
- Receive all other benefits of TRW partnership levels outlined below

1st Edition Partner Level -- \$2,500+ contribution

- Receive one-time access to the email list of TRW registrants
- Opportunity to promote product through registration incentives or membership drives
- Free subscription to YALS, YALSA's award winning quarterly journal
- A certificate of recognition to display in your exhibit booth or office
- Company name listed on the TRW web site and in publicity materials, including print PSAs and a thank you message in *Young Adult Library Services*
- Permission to promote company as an "Official Teen Read Week 2016 Partner"
- Right to use the TRW logo in advertising and promotional materials

In-Kind Contributor -- donated services &/or products

- Opportunity to promote products through registration incentives
- A certificate of recognition to display in your exhibit booth or office
- Company name listed on the TRW (Teen Read Week) web site

Teen Read Week 2017 will be celebrated Oct. 8—14. The official site launches April 13, 2017.

2017 YALSA Young Adult Services Symposium

November 3—5, Louisville, KY

Symposium Information:

Purpose: To provide a venue for educators, librarians, library workers, students, authors, publishers and others interested in young adult literature to gather and explore the depth and breadth of this vibrant and growing genre. 2017 is YALSA's 7th symposium, which is now held annually. YALSA had just over 500 registrants for its 2016 symposium.

Theme: The event will gather library staff, educators, youth advocates, authors, afterschool providers, researchers and publishers to discuss role of libraries in preparing teens for college careers and life. Join YALSA for this lively educational and networking event!

Sponsorship Opportunities:

Bag Insert

\$250

Provide one item for inclusion in the bag that all attendees will receive

Sponsor receives:

- Acknowledgement in program book and marketing messages

Pre-Conference Hospitality

\$1,500

Be the first to welcome and interact with the attendees! Treat the attendees of the preconference to food and beverage hospitality through this exclusive sponsorship. The 250 expected registrants will enjoy beverage and snack breaks to keep them energized and focused on learning. Your generosity, name, and logo will be on display throughout!

Sponsor receives:

- Public thank-you in workshop meal/break announcements
- Opportunity to make a brief welcome announcement
- Opportunity to distribute or display products or catalogs from organization
- Opportunity to network with attendees
- Logo on signage and in program book
- Logo and link to sponsor's Web site from Symposium web site
- Complimentary registration for one member of your organization
- A subscription to YALSA's award winning quarterly journal, *Young Adult Library Services*

Friday Night Networking Cocktail Reception

\$5,000

Help get the conference started on an energizing note and highlight your newest and upcoming titles! The Friday night networking reception kicks off the Symposium with cocktails, mingling and great conversation.

Sponsor receives:

- Logo recognition on signage at the event
- Opportunities for members of the organization to network with attendees
- Opportunity to distribute or display products or catalogs from organization
- Complimentary registration for two members of your organization
- Subscription to YALSA's award winning journal, *Young Adult Library Services*
- Link to your organization's web site from the symposium web site

Saturday Tech Showcase

\$750

Throughout the day on Sat. attendees will have the chance to visit the showcase and participate in live vendor demos of their products as well as explore how these support youth learning. No conflict times will ensure attendees have plenty of opportunity to explore the showcase.

Vendor receives:

- Logo recognition on signage at the event
- Opportunities for members of the organization to network with attendees
- Opportunity to demo and distribute or display products or catalogs
- Complimentary registration for one member of your organization
- Subscription to YALSA's award winning journal, *Young Adult Library Services*

Saturday Evening Book Blitz

\$6,000

Immediately following the programming on Sat., attendees line up eagerly for the Blitz where they can score free books and rub elbows with dozens of authors. Make sure your titles and authors stand out from the crowd with this sponsorship. Hors d'oeuvres, beer, wine, and soft drinks are served (1--2 drink tickets per attendee).

Sponsor receives:

- Logo on book bag distributed at event.
- Feature page on Symposium site and in program book.
- Access to the email list of 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
- Logo on signage
- Complimentary registration for two members of your organization
- Subscription to YALSA's award winning journal, *Young Adult Library Services*

Continental Breakfast (two available)

\$4,000 each

Provide attendees with a continental breakfast prior to the days' sessions (breakfast opportunities available Saturday and Sunday). Representatives of your organization have the opportunity to network with the YALSA attendees.

Sponsor receives:

- Logo recognition on signage at the Breakfast
- 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 YALSA's award winning journal, *Young Adult Library Services*
- Link to your organization's web site from the symposium web site

Coffee Breaks (three available)**\$3,000 each**

Provide beverages and networking opportunities to Symposium attendees between Symposium sessions. (30 minutes)

Sponsor receives:

- Logo in program 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 YALSA's award winning quarterly journal, *Young Adult Library Services*
- Link to your organization's web site from the symposium web site

Poster Session**\$2,000**

Feature your organization at this popular conference attraction. Materials will be displayed all day so that attendees can come and go as time allows.

Sponsor receives:

- Logo on signage and in Symposium Program Book
- Opportunity to display your product information or catalogs
- Complimentary registration for one member of your organization
- A subscription to YALSA's award winning quarterly journal, *Young Adult Library Services*
- Link to your organization's web site from the symposium web site

Official Symposium Pad/Pen Set**\$3,000**

Provide each conferee with a set of materials for note taking: pad and pen with the Symposium logo and your company's logo. This practical amenity is sure to be used, and is the perfect way to promote your organization.

Sponsor receives:

- Logo on pads and pens
- Distribution to all attendees with registration materials
- 50 sets for sponsor's own use
- Link to your organization's web site from the symposium web site
- Logo in Symposium Program Book

Official Symposium Badge Holder/Neck Cord Wallet**\$2,000**

These badge holders are keepers! Two compartments can hold a hotel key, money, or personal valuables, in addition to the name badge. Sponsoring this item will give your company high visibility—every attendee will wear it, displaying your logo and the Symposium logo throughout the Symposium and many will use it at future events.

Sponsor receives:

- Logo on each badge holder (badge holder provided by YALSA)
- Distribution to all attendees with registration materials
- Link to your organization's web site from the symposium web site
- Logo in Symposium Program Book

Message Center

\$500

This is a very affordable yet highly visible sponsorship opportunity. The message center, with your company's logo prominently displayed, is located in the registration area throughout the Symposium. Here, conferees leave notes for each other and find each other. It's a low-tech but irreplaceable communications tool for attendees!

Sponsor receives:

- Logo displayed on message center
- Link on symposium web site
- Acknowledgement in program book

Author Participation

in-kind

YALSA's Program Officer for Conferences & Events is happy to work with publishers to feature authors at the symposium. Opportunities include a Book Blitz, panel presentations and keynoters for Sat. and a Sun. lunches. Please contact Nichole O'Connor at noconnor@ala.org or 312.280.4387. Additional ideas for author participation are welcome. This is an especially great opportunity for any authors you ~~may have in the local area.~~

Contact

To find out more about any of the sponsor opportunities in this guide or to explore other options, please contact YALSA's Executive Director, Beth Yoke, at byoke@ala.org or 312.280.4391

Further Information

- List of current and past YALSA sponsors:
www.ala.org/yalsa/givetoyalsa/sponsors/recognition
- YALSA Corporate Sponsor Policy:
www.ala.org/yalsa/aboutyalsa/yalsahandbook/sponsorpolicy
- YALSA Logo & Trademarks use Policy
www.ala.org/yalsa/aboutyalsa/yalsahandbook/logopolicy
- Vendor participation in YALSA events:
www.ala.org/yalsa/aboutyalsa/yalsahandbook/sponsorvendor

2018

The 2018 symposium will be held Nov. 2—4 in Salt Lake City, UT. Similar sponsor opportunities will be available, along with the opportunity to sponsor a city tour.

Thank you!

About YALSA

Our Mission

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.

Read about us and our mission in [Associations Now](#).

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. Read about us and our mission in [Associations Now](#).

Advocate By participating in events like [National Library Legislative Day](#) and implementing [District Days](#) initiatives for libraries to participate in, YALSA works at a national level to inform and engage policy makers and elected officials about the important 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.

Train In order to ensure that librarians and library workers have the skills needed to engage, educate and support teens, YALSA offers a wealth of continuing education activities, including [e-learning](#) and an annual [symposium](#). Through grant funding YALSA is developing digital badges that will provide a new way for librarians and library workers to gain skills and demonstrate their expertise to employers.

Build Capacity YALSA provides over \$150,000 per year to libraries through grants to help libraries do things like offer summer reading 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. Read our 2014 [report](#) (pdf) on Helping Libraries Meet the Needs of Diverse Teens, or watch this 5 minute [video](#).

YALSA Facts

- Current membership is more than 5,100 members
- Founded in 1957 and headquartered in Chicago, YALSA is a division of the American Library Association, a financially stable 501(c)3 charitable association

More

- Learn more about YALSA at www.ala.org/yalsa or on Twitter via @yalsa
- For sponsor questions, contact Beth Yoke at byoke@ala.org or 312.280.4391