

**2006 Annual Conference  
New Orleans, LA  
June 22-28, 2006**

**Topic:** Planning Teen Tech Week

**Background:** The idea of starting a new annual event, called Teen Tech Week was shared with the Board in February, and the Board came to a consensus to move forward with the plan. Listed below is what has been done so far to get the initiative up and running. The proposed date is March 4-10, 2007. This would be featured as a part of YALSA's 50<sup>th</sup> Anniversary celebration.

**Action Required:** Discussion

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Accomplishments so far:

- Established a taskforce (Linda Braun is chair)
- Met with ALA's Development Office director to talk about possible corporate sponsors
- Contracted with LitLamp to provide a strategic sponsorship plan, including:
  - Executive summary
  - List of assets, actual and recommended
  - Best practices from other sponsored youth-based programs
  - Revenue projections
  - Recommended prospect types
  - Sample offer letter
  - Boilerplate proposal and sponsor PowerPoint presentation
  - Briefing for YALSA's Executive Committee (to be delivered at Fall Exec.)
- Launched the Teen Tech Week Logo Contest
- Created a Teen Tech Week homepage: [www.ala.org/teentechweek](http://www.ala.org/teentechweek)
- Did a copyright search with legal to determine that no one currently holds the rights to "Teen Tech Week"
- Met with the director of ALA Graphics to discuss possible products for the event as well as rough out a timeline for bringing them to market
- Contacted Don Chatham with a request to discuss royalties for TTW products
- Applied for a Worldbook Goal Award for \$10,000 to distribute TTW Toolkits and train librarians (we didn't get it)
- Applied for \$20,000 of funds from ALA Ahead to 2010 to put towards start-up costs (we haven't heard back yet)