

alsc national institute

DENVER, CO | SEPTEMBER 19-21, 2024

Standing Up for Stories

Sponsorship Opportunities

The ALSC National Institute is an intensive two-day learning opportunity for individuals with a vested interest in library service to children and families. Attendees experience quality education programming, keynote sessions from thought leaders and leading creators in the field, and networking opportunities to build professional contacts. In 2022, **more than 300 children's library staff, children's literature experts, education and library school faculty members,** and others attended ALSC National Institute in Kansas City, MO.



ALSC sponsors and exhibitors are publishers, book distributors, local and national children's literacy and education organizations, play and programming organizations, and others who believe in the ALSC mission of *engaging communities to build healthy, successful futures for all children*. Our generous sponsors enhance the work of the profession and the 3,300+ members ALSC serves.

ADVOCATE SPONSOR: \$5,000

1 available

The Library Advocate will help underwrite the cost of one of the 2024 ALSC National Institute Big Ideas sessions; this session will address concerns and issues facing children's library staff and feature leaders in library service and literacy who are doing advocacy work in the field.

All benefits of the "Gold Sponsor" PLUS:

- Upgraded sponsor listings (premier) on ALSC website, *Children and Libraries*, and event signage
- Podium recognition during the sponsored Big Ideas session
- Noted as Advocate Sponsor in all onsite and digital marketing related to this session
- Attendee e-mail list for two-time use anytime in the three weeks before or after National Institute

PLATINUM SPONSOR: \$5,000

1 available

The Platinum sponsor will help underwrite the cost of the 2024 ALSC National Institute attendee virtual app, allowing for dynamic event information sharing, onsite networking and engagement, digital exhibitor marketing, increased sponsorship visibility, and more.

All benefits of the "Gold Sponsor" PLUS:

- Upgraded sponsor listings (premier) on ALSC website, *Children and Libraries*, and event signage
- Exclusive sponsor featured on virtual application "splash" page or other key sponsor recognition with the app
- Noted as Platinum Sponsor in all attendee communications related to the event app
- Attendee e-mail list for two-time use anytime in the three weeks before or after National Institute

**BECOME A
SPONSOR TODAY!**

Support ALSC National Institute through one of the opportunities listed here, or reach out with ideas for different sponsorship opportunities.

Sarah Polen
Deputy Executive Director
spolen@ala.org

GOLD SPONSOR: \$2,500

limited number available

All benefits of the "Silver Sponsor" PLUS:

- Upgraded sponsor listings (large) on ALSC website, *Children and Libraries*, and event signage
- Exhibitor tabletop display, including two complimentary registrations
- **For Publishers:** Participate in an onsite signing with sponsor-provided materials (e.g. bookplate, art print) for a non-general session creator. (Signing date/time TBD.) Creators' book(s) will also be made available for purchase in the onsite bookstore. This is a great opportunity if you have an author or illustrator participating in an education panel, or a CO-based creator.
- **For Non-Publishers:** A 30-minute presentation opportunity in advance of the Opening General Session to present on programs, materials, initiatives, or research from your organization.

SILVER SPONSOR: \$1,800

limited number available

All benefits of the "Bronze Sponsor" PLUS

- Upgraded sponsor listings (medium) on ALSC website, *Children and Libraries*, and event signage
- Acknowledgement in pre-event email marketing and social media
- Attendee e-mail list for one-time use after National Institute
- Listing as a corporate sponsor at the 2025 Newbery-Caldecott-Legacy Banquet

BRONZE SPONSOR: \$1,000

limited number available

The first three benefits of the "Notable Sponsor" PLUS:

- Exhibitor 6' tabletop display, including one complimentary registration
- Logo on onsite event signage (small)
- Exhibitor booth in the event app

NOTABLE SPONSOR: \$500

Perfect for the ALSC Supporter who is unable to join us onsite in Denver!

- Listing of organization's logo (small) with linked URL on ALSC National Institute website
- Acknowledgement in onsite materials and podium welcome
- Acknowledgement (small) in *Children and Libraries*
- Special for Notable Sponsors only: Inclusion in a pre-event "celebrating from afar" email specifically featuring Notable sponsors and linking to a URL of their choice

Additional Sponsorship Opportunities

SPEAKER SPONSOR

by invitation only

All organizations supporting a speaker's appearance and travel at one of the ALSC General Sessions will be automatically noted as Bronze Sponsors and receive the benefits therein, as well as the opportunity to host an onsite galley or signature bookplate signing for their sponsored creator during premier time slots (immediately following their speaker's general session or, if in a morning session, during that evening's signing); speakers' books will also be made available for purchase in the onsite bookstore. Speaker sponsors will also be recognized as such in the event app on their speaker's session page.

Speaker sponsors are invited to upgrade their sponsorship to the Silver, Gold, Platinum, or Advocate Level, or commit to other additional support opportunities.

DAILY BREAKS \$1,300 for one day \$2,500 for two days

Help support our attendees' morning wake up and their afternoon pick-me-up. Sponsorship includes custom, sponsor-branded compostable coffee sleeves for each day's breaks and signage on break tables acknowledging the sponsors' support.

SCHOLARSHIP SPONSOR

\$200 per scholarship
unlimited

Scholarship sponsors will help offset the cost of registration for librarians in need, specifically students, support staff, retirees, and those currently seeking employment. All Scholarship Sponsors will be featured in a special thank you email sent to both attendees and the entire ALSC membership, as well as recognized on the National Institute website, in a Scholarship Sponsor slide in the National Institute slide deck, and in a Scholarship Sponsor slide at the 2025 Newbery-Caldecott-Legacy Banquet.

To support our attendees, Scholarship Sponsors must commit no later than 4/30/2024.

CONFERENCE BAGS \$3,500

The marketing opportunity that never ends! Get your image in front of our attendees—and their colleagues and communities as well! Sponsorship includes all the benefits of a Bronze Sponsorship, as well as the full-color image of your choice on large, quality reusable bags that will be distributed to participants at registration. (The sponsor may supply bags for attendees in lieu of a fiscal donation, if preferred—please contact Sarah Polen directly to arrange logistics.)

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