SPONSORSHIP PROSPECTUS

PARTNERING WITH THE PUBLIC LIBRARY ASSOCIATION

Thank you for considering the Public Library Association (PLA) as a partner for your sponsorship opportunities. PLA is the largest association dedicated to supporting the unique and evolving needs of public library professionals, serving nearly 10,000 members across the United States and Canada, with a growing presence around the world. By partnering with PLA, you will build brand awareness among thousands of public library professionals with decision-making power in their libraries, as well as demonstrate your organization’s support for the library community and those they serve.

WEBINAR SPONSORSHIP

$2,000: FREE WEBINAR | $1,000: PAID WEBINAR

Sponsor a PLA webinar to receive acknowledgement and logo placement on the webinar webpage and within any email marketing, promotional slide and acknowledgement at the beginning and end of the webinar, and one sponsored e-blast to webinar registrants sent via PLA. Sponsors will continue to be recognized in the on-demand recording. PLA’s on-demand webinars have been viewed over 25,000 times in the past two years.

Email Marketing — Avg. Recipients: 13,802 | Avg. Open Rate: 29% | Avg. Click Rate: 10%

E-BLAST ADVERTISEMENT

$1,500

Expand your visibility and get the word out about upcoming promotions by purchasing a sponsored e-blast. Your custom HTML message will be sent to over 5,000 members who have opted to receive third-party e-mails from PLA. Sponsors receive a follow-up activity report and may request the email addresses of recipients who clicked through the email.

Avg. Recipients: 5,628 | Avg. Open Rate: 25% | Avg. Click Rate: 8%

VIRTUAL EVENT SPONSORSHIP

$1,000—$5,000

PLA is expanding its virtual presence through online professional development series, training workshops, and conferences. Examples include: Advancing Family Engagement in Public Libraries; PLA Leadership Lab: Embedding EDI in Library Leaders; and PLA Virtual Conference. Support of virtual events range from sponsoring sessions to scholarships to sustainability and more! See PLA’s Virtual Event Sponsorship Prospectus for more details.

E-NEWS ADVERTISEMENT

$750: PREMIUM BANNER (500 x 80 pixels)

PLA’s E-News—the members-only email newsletter filled with industry news, resources, and professional development, grants, and job opportunities for public library professionals—is delivered at the end of each month. Premium banner advertisements will appear at the top of the email and be the first thing readers see.

Avg. Recipients: 6,239 | Avg. Open Rate: 22% | Avg. Click Rate: 21%

TO PURCHASE A SPONSORSHIP, CONTACT LIAN DRAGO, PLA MEETINGS MANAGER, AT LDRAGO@ALA.ORG OR (312) 280-5021.
TO PLACE AN ADVERTISEMENT, CONTACT MATT MCLAUGHLIN, CORCORAN EXPOSITIONS, AT MATT@CORCEXPO.COM OR (312) 541-0567.

VISIT US AT PLA.ORG

SPONSOR A SESSION
$3,000 — AVAILABILITY DEPENDENT ON NUMBER OF SESSIONS
Sponsor benefits include:
- One 2-minute pre-recorded Exhibitor Spotlight video to be aired between the program session and Q&A. Developed and produced by the exhibitor; content curated with PLA staff.
- Sponsor logo, credit line, and website link included on the virtual event website, in PLA e-Newsletter, and in email communications to registered attendees
- Promotional slide in pre-show aired before all program sessions
- Verbal recognition during keynote or introductory session
- One social media post via PLA’s Facebook, Twitter, and Instagram accounts; content and images provided by the exhibitor but subject to edit by PLA staff
- Program session attendance report (numbers only)

SPONSOR ACCESSIBILITY
$5,000 — ONE PER EVENT
The accessibility sponsor covers the cost of providing closed captioning or sign language interpretation for all programs. Sponsor benefits include all benefits listed under “Sponsor a Session,” with the exception of the pre-recorded Exhibitor Spotlight video and the program session attendance report.

SPONSOR 5 SCHOLARSHIPS
$3,000 — ONE PER EVENT
Sponsor scholarships for five public library professionals to attend the virtual event. Sponsor benefits include all benefits listed under “Sponsor a Session,” with the exception of the pre-recorded Exhibitor Spotlight video and the program session attendance report. Additional benefits include logo, credit line, and website link on the scholarship webpage and in all scholarship communications.

SPONSOR SUSTAINABILITY
$1,000 — ONE PER EVENT
Sustainability sponsors will partner with PLA and an external organization to make a donation to fight climate change. Sponsor benefits include logo, credit line, and website link on the sustainability webpage and in all communications that mention the event’s sustainability efforts.

SPONSOR HEALTH & WELLNESS
$1,000 — ONE PER EVENT
Sponsor the virtual health and wellness activities of the event and receive logo, credit line, and website link placement on the wellness webpage and in all communications that mention the event’s health and wellness opportunities. The wellness webpage will feature fitness and meditation videos that attendees can view during session breaks.

ADDITIONAL SPONSORSHIP OPPORTUNITIES
In addition to the above opportunities, PLA is open to working with sponsors in other ways. Examples may include: sponsoring a keynote speaker/session; virtual coffee break or happy hour; print ad in event program or workbook; session backdrop with sponsor logo; Q&A session or focus group; virtual ice breaker led by sponsor; sponsor representative in attendee chat; post-event survey question; mailed swag bag or digital giveaways (e-books, e-giftcards, coupon codes, etc.); and more! Please contact PLA to discuss additional sponsorship opportunities.

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