

**Annual Young Adult Services**  
**Symposium**  
**Hybrid Event**  
**Reno, Nevada**

**Sponsor & Donor Opportunities**

*Through networking, advocacy, and professional development, the Young Adult Library Services Association empowers all those involved in the profession to provide equitable, diverse and inclusive teen services.*

**2021 Young Adult Library Services  
10th Annual Symposium  
Reno, Nevada**

- **YALSA appreciates your willingness to support our mission, teens, and members!**
- **The 2021 YALSA Symposium will be a hybrid event with a live component as well as a virtual.**
- **All those who attend the live event will also receive the virtual component.**
- **Supporting the YALSA 21 Symposium can offer exposure to a great audience of Young Adult librarians.**
- **Attendees include Public and School Young Adult Librarians and staff as well as other key partners.**
- **Expected 300 live attendees and 300 virtual**

## 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:** [National Library Legislative Day](#) initiatives allow 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](http://www.ala.org/yalsa) or on Twitter via [@yalsa](https://twitter.com/yalsa)**

This Symposium reaches approximately **600 live and virtual** 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 Carla Jamison, Program Officer at [cjamison@ala.org](mailto:cjamison@ala.org).

**Take advantage of the great opportunities to expose your brand and become a partner with the young adult library community.**

YA Service Symposium Sponsorship Opportunities							
More detailed information below on each opportunity							
<p><b>\$7500 Donation</b> Exclusive Sponsorship to 3 Events</p>	<p><b>\$5000 Donation</b> Saturday Evening Book Blitz Reception</p>	<p><b>\$4000 Donation</b> Friday Evening Networking Cocktail Reception</p>	<p><b>\$2000 Donation</b> Create a Friday Evening Virtual Attendee Welcome Activity</p>	<p><b>\$3000 Donation</b> Sponsor All Coffee Breaks or \$1500 Donation for 1 Coffee Break</p>	<p><b>\$2000 Donation</b> Choose 400 Customized Logo on Swag</p>	<p><b>\$500 Donation</b> Per book title</p>	<p><b>\$100 Donation</b> Per book title</p>
<ul style="list-style-type: none"> <li>•Friday Night Networking Cocktail Reception</li> <li>•Saturday Evening Book Blitz Reception</li> <li>•Create Friday Evening Virtual Attendee Welcome Activity</li> <li>•Advertise Your Friday or Saturday Evening Event</li> </ul>	<ul style="list-style-type: none"> <li>•The most highly anticipated event of the Symposium</li> <li>•Over 300 live attendees</li> </ul>	<ul style="list-style-type: none"> <li>•Right after the Opening Author Panel</li> <li>•First opportunity for the 300 live attendees to network.</li> </ul>	<ul style="list-style-type: none"> <li>•Exclusively kick-off the Virtual Attendee Meeting</li> <li>•Opportunity to network with the 300 virtual attendees and start their Symposium experience.</li> </ul>	<ul style="list-style-type: none"> <li>•3 half hour coffee breaks</li> <li>•Opportunity to network with the 300 live attendees during these breaks.</li> </ul>	<ul style="list-style-type: none"> <li>•Here are some examples:                             <ul style="list-style-type: none"> <li>- Face masks</li> <li>- Individual Sanitizers</li> <li>- Covid Stress Relievers</li> <li>- Antibacterial Door Opener</li> <li>- Antibacterial Wet Wipes</li> <li>- Lanyard with badge holder</li> <li>- Symposium Bags</li> <li>- Choose your Own item</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>•Virtual Book Buzz (10slots available)</li> <li>•Very Popular</li> </ul>	<ul style="list-style-type: none"> <li>•Galley Grab - post links to as many virtual galleys as you want</li> </ul>

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**\$ 7,500 Donation for all 3 events with over 600 attendees**

- **Friday Night Networking Cocktail Reception**
- **Saturday Evening Book Blitz Reception –**
- **Create Friday Evening Virtual Attendee Welcome Activity**
- **Advertise Your Friday or Saturday Evening Event**

*Exclusive Sponsor benefits:*

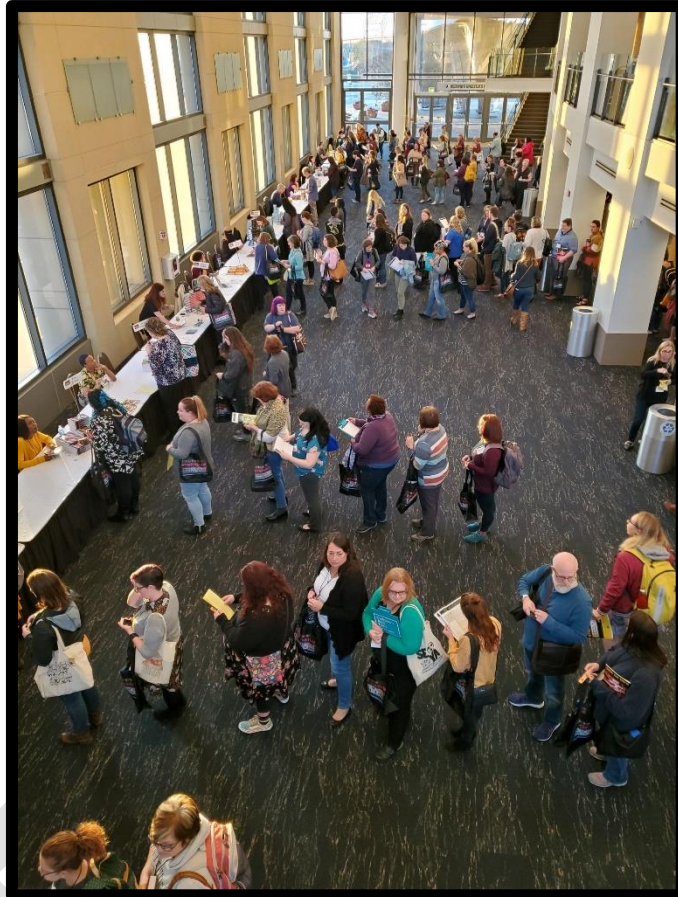
*Live Event*

- *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)**

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### Virtual Event –

- 5 minutes to announce upcoming releases during a break
- Linked Logo displayed during the virtual break



### \$5,000 Donation

- **Saturday Evening Book Blitz Reception – Over 300 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\*\*
    - 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)*

### \$4,000 Donation

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- **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)*

**\$2000 Donation**

- **Create Friday Evening Virtual Attendee Welcome Activity**
  - Opportunity to Welcome all virtual attendees (2-3 minutes)
  - Plan interactive activity with virtual attendees
  - 5 minutes to announce upcoming releases during a Symposium break Linked Logo displayed during the virtual break



**\$3,000 for all Breaks or \$1500 Donation Per Break**

- **30-minute Coffee Breaks (3 available)**

- *Sponsor benefits:*

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- 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**

- **Choose 400 Customized Logo on Swag – Products may vary, here are examples:**
  - **Face masks**
  - **Individual Sanitizers**
  - **Covid Stress Relievers**
  - **Antibacterial Door Opener**
  - **Antibacterial Wet Wipes**
  - **Lanyard with badge holder**
  - **Symposium Bags**
  - **Choose your Own item**
  - *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.

### **\$500 Donation per book title**

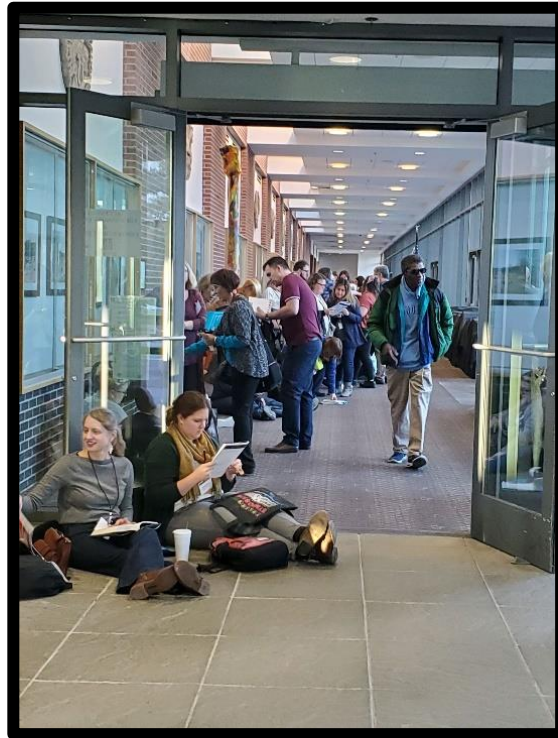
- **Virtual Book Buzz (10slots available)**
  - *Sponsor benefits:*
    - Pre-record a six-to-ten-minute video to showcase titles and authors at the Book Buzz.
    - Include a backlink to your website to order the e-book

### **\$100 Donation per book title**

- **Galley Grab**
  - *Sponsor benefits:*
    - Post links to as many virtual galleys as you want
    - We can list individual book covers, short blurbs, and links to download or link to all galleys available by respective publishers.

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\*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.

## Other Virtual Sponsorship Opportunities

### Choose one or more options for \$1000 each.

All packages include (valued up to \$1000):

- YALSA acknowledges your sponsorship via the e-blast, website, and blog, approximately 30 and 15 days before the conference.
- Your organization will receive two complimentary registrations for members of your organization.
- Access to the email list of approximately 600 conference registrants\*\*

### Package Options

- **Logo Placement on Home Screen** - Sponsors want attendee attention. While you can't have a giant banner with a sponsor's logo at a virtual event, take advantage of event technology. Place your logo with a link back to your site on our home screens. This increases brand awareness and can be tracked by site traffic and click rates.
- **Sponsor Q&A Session** - **Sponsors** can facilitate the Q&A session of the virtual session with the panel, include your logo on the slide
- **YALS** - After the Symposium, post one full-page advertisement in Young Adult Library Services (YALS), YALSA's digital award-winning quarterly journal (\$800 value), and receive a subscription (\$70 value).

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