



2019 Sponsor & Donor Opportunities

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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.

YALSA greatly appreciates your willingness to support our mission and members!

ALA's 2019 Midwinter Meeting

January 25-29, 2019 in Seattle, Washington

Approximately 10% of YALSA's 4,600 personal members attend the conference.

Event highlights at the Midwinter Meeting:

- YALSA Members' Happy Hour
- ALSC/YALSA Member Reception
- Meetings will feature varied topics and events

Benefits for your Organization:

- Promotion before the conference via e-blast, web site & blog
- Network with attendees
- Display table to exhibit promotional materials, catalogs, etc.
- Logo recognition on event signage

Trends in YA Services Presentation

\$500, January 26

Expected attendance: 50

Network and nosh with the YALSA attendees before listening to a paper presentation selected by a committee of past YALSA Presidents.

BFYA Teen Lunch (6 available)

\$750 each, January 26

Expected attendance: 50

Area teens will participate in the Best Fiction for Young Adults session Saturday afternoon. Provide lunch, swag bags, and use the time to highlight a new title or author with them.

Bagels, Bytes, Books & Booths

\$1,000, January 26, 27, or 28

The exhibit floor is the place to see the latest galleys and talk with publishers and vendors.

Network and nosh with YALSA members at a breakfast, prior to the exhibits opening.

Bonus Benefits: The chance to contribute to swag bags for attendees

Morris & Nonfiction Awards

Program & Reception

\$3,500, January 28

Expected Attendance: 250

Event follows the ALA Youth Media Awards announcements where attendees will listen to honored authors talk about their works and mingle over coffee and danish.

Bonus Benefits:

- The chance to contribute to swag bags for attendees
- Subscription to *Young Adult Library Services*, YALSA's award winning journal
- Half page thank you in *Young Adult Library Services*, YALSA's journal

YALSA Members' Happy Hour

\$4,000 January 26, 5:30-7:00pm

Expected Attendance: 100

Make contact with attendees in a relaxed, informal atmosphere with hors d'oeuvres, beer, and wine.

Bonus Benefits:

- 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*

YALSA at ALA's 2019 Annual Conference

Washington D.C., June 20—25

This is a great opportunity to maximize exposure in the vibrant young adult library services community. Each year approximately 15-20% of YALSA's 4,500 members attend the conference. Conference Sponsors receive benefits designed to complement your organization's strategic marketing objectives & reach key market segments.

BFYA Teen Lunch (6 available)

\$750 each, Date TBD

Expected attendance: 50

Area teens will participate in the Best Fiction for Young Adults session Saturday afternoon. Provide lunch, swag bags, and use the time to highlight a new title or author with them.

Bagels, Bytes, Books & Booths

\$1,000, June 22, 8:00-9:00am

The exhibit floor is the place to see the latest galleys and talk with publishers and vendors about books, authors, emerging technologies, digital resources and more. Network and nosh with YALSA members at breakfast, prior to the exhibits opening.

Bonus Benefits:

- Contribute to swag bags for attendees

YA Authors' Coffee Klatch

\$5,000, June 23, 9:00am-10:00am

Expected Attendance: 300

This final YALSA event will feature an informal breakfast with authors whose books have been selected for a recent YALSA award or selected list breakfast.

Bonus Benefits:

- Contribute to swag bags for attendees

- 1/2 page thank you message in *Young Adult Library Services*, YALSA's award winning quarterly journal

YALSA Member Reception

\$6,000

Expected Attendance: 150-200

Meet and network with members in a fun, informal setting.

Bonus Benefits:

- Contribute to swag bags for attendees
- Announcement of sponsorship prior to the conference via a press release
- Free subscription and one page thank you message in *Young Adult Library Services*, YALSA's award winning journal

Michael L. Printz Award Reception

\$7,000

Expected Attendance: 400

Be a part of YALSA's largest event at the conference! Attendees listen to the winning authors works and then mingle over hors d'oeuvre and cocktails.

Bonus Benefits:

- Free sponsorship of an email blast to registered YALSA attendees prior to the conference
- An opportunity to address attendees with a brief speech during event
- Contribute to swag bags for attendees
- Announcement about the partnership prior to the event via a press release
- Subscription to and one page thank you message in *Young Adult Library Services*, YALSA's award winning journal

2019 YALSA Young Adult Services Symposium

Memphis, Tennessee

The Symposium provides a venue for educators, librarians, library workers, students, authors, publishers and others interested in library services for and with teens to gather and explore best and emerging practices in helping teens prepare for college, careers and life through libraries. 2019 is YALSA's 9th annual symposium. YALSA had just over 500 registrants for its 2018 symposium.

Bag Insert \$250 each

Provide one item for inclusion in the bag that all 500 attendees will receive.

Sponsor receives:

- Acknowledgement in program book and marketing messages

Book Buzz (5 available) \$250 each

Showcase new/upcoming titles with about 200 attendees. Sponsors unable to send a presenter may send promotional items for distribution, for just \$100.

Sponsor receives:

- 6-10 minutes to showcase titles and distribute materials at the Book Buzz

Message Center \$500

Affordable & 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

Pre-Conference Hospitality \$1,500

Be the first to welcome and interact with the attendees! Treat 250 expected pre-conference attendees to food and beverage. Your generosity, name, and logo will be on display throughout!

Sponsor receives:

- 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*

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

30-minute Coffee Breaks (3 available)
\$3,000 each

Provide beverages and networking opportunities to 500 Symposium attendees between sessions.

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 & thank you message in 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 attendee with a set of materials for note taking: pad and pen with the Symposium logo and your company's logo.

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
- Inclusion in a thank you message in *Young Adult Library Services*

Continental Breakfast
(Available Sat & Sun) \$4,000 each

Provide 500 attendees with a continental breakfast prior to the days' sessions.

Sponsor receives:

- Logo recognition on signage at the Breakfast and program book
- 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 and 1/2-page thank you message in YALSA's award winning journal, *Young Adult Library Services*
- Link to your organization's web site from the symposium web site

Friday Night Networking
Cocktail Reception \$5,000

Help get the conference started on an energizing note and put your organization in the spotlight! The Friday night networking reception kicks off the Symposium with cocktails, mingling and great conversation.

Sponsor receives:

- Public thank-you in workshop meal/break announcements
- Opportunity to make a brief welcome announcement
- Logo recognition on signage at the event and in the program book
- 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 and one page thank you acknowledgment in YALSA's award winning journal, *Young Adult Library Services*
- Logo and link to your organization's web site from the symposium web site

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 approximately 500 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*

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.

Evening Events

TBD

YALSA's Program Officer for Conferences & Events is happy to work with vendors and publishers to plan a unique reception, dinner or other evening gathering where attendees can connect with you and your products or authors. YALSA can leverage our contacts with the local convention and visitors' bureau to find the perfect venue for your needs. Please contact Nichole O'Connor at noconnor@ala.org or 312.280.4387.

YALSA Grants, Awards & Scholarships

YALSA has several annual awards and scholarships for which we seek an ongoing sponsor. Award and scholarship sponsors receive the following recognition:

- Naming rights for the award
- A certificate of recognition to display in your exhibit booth or office
- Company name listed on YALSA's web site
- Inclusion in a press release each year announcing the winner(s)
- Subscription to YALSA's award winning journal, *Young Adult Library Services*
- Inclusion in a thank you message in *Young Adult Library Services*
- Letter of appreciation from ALA/YALSA acknowledging your gift and support

Advocacy Travel Stipend: allows two qualified recipients to receive up to \$1,000 to attend and participate in ALA's National Library Legislative Day, is held in Washington, D.C. each May.

Award for Excellence in Nonfiction: honors the best nonfiction book published for young adults (ages 12-18) during a Nov. 1 – Oct. 31 publishing year. The winner is announced annually at the ALA [Youth Media Awards](#), with a shortlist of up to five titles named the first week of December. Winning authors receive a medal.

Board Fellowship: supports one Fellow with up to \$1,500 to serve on YALSA's Board of Directors for one year, attend Board meetings, and work on the board to gain leadership skills and learn about association governance.

Midwinter Paper Presentation: supports one individual to present their research at ALA's Midwinter Meeting each year on trends impacting teen services. The recipient is given up to \$1,500 to defray registration and travel costs.

Volunteer of the Year Award: acknowledges the contributions of YALSA members who have demonstrated outstanding service to the mission, goals and work of YALSA during a given service year. Three categories are available: individual, group, and chair. Winners receive a free year of membership in YALSA and a certificate.

Writing Award: honors the best writing in YALSA's blogs and journals. Prizes are given annually for one winning article in each of the journals and blogs (*Young Adult Library Services*, the *Journal of Research on Libraries and Young Adults*, the YALSAblog, and The Hub). Winning journal article authors receive \$500, and winning blog post authors receive \$250.

*Sponsorship equals the monetary cost of the award, plus a 20% administrative fee.
Sponsors are asked to make a 5 year commitment.*

Donation Opportunities

YALSA is a Division of the American Library Association, a 501(c)3 charitable organization. Your donation may qualify as a charitable deduction for federal income tax purposes. Please consult your tax adviser or the IRS to determine whether a contribution is deductible.

YALSA Leadership Endowment

Established in 2009, with donations from past YALSA presidents, the Leadership Endowment generates income to support the development of future leaders in YALSA and the profession. The endowment funds currently support the Dorothy Broderick Student Conference Scholarship. In 2017 - 2018 YALSA's goal is to raise \$20,000 for the endowment to begin supporting these additional leadership efforts:

- Scholarships for leadership e-course series that launches in 2018
- Two Spectrum Scholars
- A PhD fellowship for teen services

Friends of YALSA

FOY supports \$14,095 in annual member grants, stipends, scholarships and awards. Since 2007, FOY has funded over \$70,000 in member grants, stipends and scholarships, including YALSA's annual Spectrum Scholar, Emerging Leaders, and Library Advocacy Day stipend winners.

Learn more about these donation opportunities at: ala.org/yalsa/givetoyalsa/give

Contact

To find out more about the sponsor opportunities in this guide or to explore other options, please contact YALSA's Executive Director, Anita Mechler, at amechler@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

About YALSA

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](#), [licensed institutes](#), and an annual [symposium](#).

Build Capacity YALSA provides over \$195,000 per year to libraries through grants to help libraries do things like 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. 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 4,600 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 Anita Mechler at amechler@ala.org or 312.280.4391