



YALSA at ALA's 2022 Annual Conference Washington D.C., June 23-28

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.

YA Authors' Coffee Klatch

\$3,000, June 26, 9:00am-10:00am

Expected Attendance: 200

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:

- A representative from your organization and provide a 2-minute welcome and kick off the Coffee Klatch
- Provide giveaways for participants (optional)
- 1/2 page thank you message in Young Adult Library Services, YALSA's award winning quarterly journal

YALSA Member Reception

\$5,000

Expected Attendance: 150-200

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

Bonus Benefits:

- Free sponsorship of an email blast to registered YALSA attendees prior to the conference
- Announcement of sponsorship prior to the conference via a press release
- Thank you on the YALSA website
- Representatives from your organization can help welcome attendees and network with them
- Provide a giveaway for attendees (optional)

- Free subscription and one page thank you message in Young Adult Library Services (YALS), YALSA's award winning journal

Michael L. Printz Award Reception

\$5,000

Expected Attendance: 300

Be a part of YALSA's largest event at the conference! Attendees listen to the winning authors works and then mingle over hors d'oeuvres 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
- Provide a giveaway for attendees (optional)
- 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

Exclusive Sponsorship of YALSA's President's Program

\$1500

Expected Attendance: 100

YALSA's President's Program is held on Monday, June 26th. There will be a panel discussion on the current President's theme which is Teen Social Capital. The gavel will be passed to YALSA's Incoming President.

Bonus Benefits:

- Sponsorship recognition during the program
- An opportunity to address attendees with a brief speech during event
- Distribution of Promotional Piece

YALSA is open to suggestions if you have an idea for a sponsorship and want to reach those library workers who reach teens. Please email Carla Jamison at cjamison@ala.org if you have an idea or want to discuss a sponsorship.