

United for Libraries

Corporate Sponsorship Benefits

BENEFIT	FRIEND	SILVER	GOLD	PLATINUM
Special offer promotion (website, member email, social media)	X	X	X	X
Promotion of partnership through "ALA News" email	X	X	X	X
United sponsor signage at company's ALA Annual conference booth	X	X	X	X
Company name in each issue of United's monthly e-newsletter (circ. 20,000+)	X	X	X	X
Opportunity to sponsor a named conference grant (three-year commitment required)*		X	X	X
Social media post about company and its partnership with United		X	X	X
Twice yearly "spotlight" promotion opportunities on United's blog		X	X	X
Event sponsorship opportunities*		X	X	X
Use of United logo to promote partnership		X	X	X
Use of United's mailing list**			X	X
Opportunity to sponsor emails to United members			X	X
Partnership article in United's e-newsletter and on United's website			X	X
Major event sponsorship opportunities at ALA Annual*			X	X
Informational table at United's roundtable discussions at ALA Annual				X
United for Libraries webinar highlighting special offer				X
Direct link to company on United's website				X
Lead article in United's e-newsletter about partnership				X
Front page promotion of company's sponsorship/special offer on United's website				X
Choice of major United event sponsorship and exclusive branding*				X
"Library Hero" article about company in United's blog and e-newsletter				X

*Additional costs are associated with this benefit

**Platinum level sponsors receive twice yearly use of mailing list

Platinum: \$10,000+ | **Gold:** \$5,000-\$9,999 | **Silver:** \$3,000-\$4,999 | **Friend:** \$2,000-\$2,999

United for Libraries has 20+ state partners, and 4,000+ members, reaching tens of thousands of Trustees, Friends, Foundations, and library staff. Since 2020, 25,000+ individuals have registered for United's eLearning programs.

When you support United for Libraries, you support decision makers who govern, fundraise, and advocate for libraries. Every dollar Friends of the Library groups and Foundations generate for their library is a dollar more the library has to spend on the valuable materials and services United's corporate sponsors provide.

Contact us

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