Annual Young Adult Services Symposium
St. Louis, Missouri

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.
The YA Services Symposium is a three-day learning opportunity for all of those involved in serving the Young Adult Community. This year’s theme is **Gateway to the Best: Connecting, Creating, and Celebrating Young Adult Services**. Join YALSA members from around the country as we explore innovative programs, interact with an amazing array of authors, and discover new experiences with colleagues at this year’s exciting symposium. Chart your journey to the Gateway Arch!

Here’s what we hope you will gain by partnering with YALSA to make the 2023 YA Services Symposium a success.

- **Supporting the YALSA 23 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 500-600 attendees**
- **YALSA appreciates your willingness to support our mission, teens, and members!**
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 3,600 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: eLearning, 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)

This Symposium reaches approximately 500-600 champions of adolescents. 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 [yalsaevents@ala.org](mailto:yalsaevents@ala.org).
Take advantage of the great opportunities to expose your brand and become a partner with the young adult library community.

<table>
<thead>
<tr>
<th>YA Service Symposium Sponsorship Opportunities</th>
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<tr>
<td>More detailed information below on each opportunity</td>
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<table>
<thead>
<tr>
<th>Friday Evening Networking Cocktail Reception</th>
<th>$4000 Donation</th>
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<tr>
<td>Coffee Break Sponsor</td>
<td>$3000 Donation</td>
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<td>Sponsor All Coffee Breaks or $1500 Donation for 1 Coffee Break</td>
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<tr>
<th>Friday Night Dine-Around Sponsor</th>
<th>$500 Donation</th>
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<tr>
<td>Invite Symposium Attendees to your sponsored Dinner</td>
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<table>
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<tr>
<th>Customized Logo on your item of choice</th>
<th>$2000 Donation</th>
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<tr>
<td>Choose 500</td>
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<tr>
<th>Logo Clings</th>
<th>$1000 Donation</th>
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<td>Your logo throughout the Symposium Space. Up to 5 per logo</td>
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<tr>
<th>Galley Grab</th>
<th>$100 Donation Per book title</th>
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<tr>
<td>Saturday Evening Book Blitz and Galley Grab</td>
<td>1 galley title per donation</td>
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- **Right after the Opening Author Panel**
- **First opportunity for the 500 attendees to network.**
- **3 half hour coffee breaks**
- **Opportunity to network with the 500 live attendees during these breaks.**
- **Access to attendee list to pre-invite YALSA attendees to your hosted Dine-around (pick a local restaurant to host your event)**
- **YALSA recommendations. Here are some examples:**
  - Symposium Bags
  - Lanyard with badge holder
  - Pens
  - Notebooks
  - Choose your Own item
- **Great brand exposure to YALSA attendees**
- **Option to add Promotional insert in attendee bag**

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$4,000 Donation

• **Friday Night Networking Cocktail Reception**
  o *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 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
    ▪ 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)

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

• 30-minute Coffee Breaks (3 available)
  o *Sponsor benefits:*
    ▪ 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 500 Customized Logo on Swag – Products may vary, here are examples:
  - 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.

Customized Clings - $1000 donation
- Get your logo in front of all YALSA attendees with wall clings throughout the Symposium space
  - 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.

Host a Dine-Around - $500 donation
- Invite up to 50 YALSA attendees to your exclusive dinner at a local restaurant of your choice in St. Louis
  - Sponsor benefits:
    - Access to attendee list up to 3 weeks in advance to Symposium to invite to your dinner
    - Opportunities for members of your organization to network with attendees at your own private event
    - 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.

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$100 Donation per book title
- Galley Grab
  - Sponsor benefits:
    - Get your Galleys out to the Symposium Attendees

Other Sponsorship Opportunities
- Have an idea for a sponsorship that you don’t see, let us know. We welcome all ideas.

*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.