EVERYONE COUNTS
THE CALIFORNIA LIBRARY ASSOCIATION CONFERENCE
OCTOBER 22-24, 2020
PASADENA, CA
2020 SPONSORSHIP PROSPECTUS
Becoming a sponsor for the California Library Association is a great way for your organization to contribute to California libraries. Sponsorship from organizations like yours enables us to deliver high quality professional development training and networking opportunities for California's current and future librarians. Sponsor at a level that works for your budget; support California libraries and help promote your organization at the same time! See the many benefits below that come with our various sponsorship opportunities for the 2020 Conference.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>DIAMOND $10,000 +</th>
<th>PLATINUM $7,500 +</th>
<th>GOLD $5,000 +</th>
<th>SILVER $2,500 +</th>
<th>BRONZE $1,000 +</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition on Conference Website</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Recognition on CLA Conference Signage</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Sponsor Ribbons for All Company Representatives</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Recognition at the CLA Membership Meeting</td>
<td>●</td>
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<tr>
<td>Pre and Post Conference Email Blast to Conference Attendees</td>
<td>●</td>
<td>●</td>
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</tr>
<tr>
<td>Priority for Booth(s) Location in the Exhibit Hall (as available)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Pre and Post Conference Attendee List</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>●</td>
</tr>
<tr>
<td>Recognition on CLA Social Media Accounts Before and During Conference</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Opportunity to be a Part of Exhibit Hall Opening Ribbon Cutting Ceremony</td>
<td>●</td>
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<tr>
<td>50 Minute Program Time Slot</td>
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<tr>
<td>Four Complimentary Tickets to the CLA Awards Reception</td>
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<tr>
<td>Two Complimentary Tickets to the CLA Awards Reception</td>
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</tbody>
</table>
DIAMOND

KEYNOTE
The keynote is a main attraction and the highest - attended event at conference, offering a great deal of exposure. Your company will receive recognition on large screens at the front of the room and on Keynote Speaker signage along with a call out of appreciation from the CLA President at the start of the event.
Cost: $15,000

FEATURED SPEAKER
Featured speakers are always a highlight, with a great deal of exposure for their sponsors. Your company will receive recognition on large screens at the front of the room and on Featured Speaker signage along with a call out of appreciation from the CLA President at the start of the event.
Cost: $10,000

CONFERENCE APP - CADMIUM
Your logo on the app splash page; static banner ad in the app; upgraded company profile; logo on app login signage in the conference center; and designated push notifications that can drive attendees to your booth.
Cost: $10,000

LAN YARDS
Your logo on all conference lanyards, given to all conference attendees.
Cost: $10,000

AWARDS GALA
The most glamorous event at the Conference honoring leaders from across the state. Your company will receive recognition from the CLA President at the event, in the awards Gala program, and in marketing materials. This event sold out quickly in 2019!
Cost: $10,000
PLATINUM

OPENING RECEPTION
Capitalize on the high energy of attendees, eager to kick off the conference, recognition as sponsor with name and logo featured prominently at the event and on marketing materials.
Cost: $7,500

BEATTY AND CALIFORNIA YOUNG READER MEDAL TEA
Sponsor the state’s celebration of children’s literature, featuring the 2020 award winners in a special setting. Your company will receive recognition at the event and in the marketing materials.
Cost: $7,500
GOLD

EXHIBIT HALL AISLE SIGNS
Recognition as the exhibit hall activities sponsor and name and logo on all signs throughout the exhibit hall.
Cost: $5,000

BREAKFAST BREAK
(2 opportunities: Friday & Saturday)
Surprise and delight attendees as they enjoy a tasty breakfast located in the exhibit hall. Your company will receive recognition at food stations during the popular event.
Cost: $5,000

SATURDAY EXHIBIT HALL LUNCH
Some lunchtime refreshments for attendees while they chat with the exhibitors.
Cost: $5,000

CHARGING STATION
Your logo prominently displayed at charging station location in registration and meeting areas.
Cost: $5,000
SILVER

PRE-CONFERENCE SESSIONS
Your sponsorship is recognized at the Pre-Conference Session during the event and on signage. Your informational handouts are allowed on a resource table at the event.
Cost: $2,500

AFTERNOON COFFEE/TEA
(2 opportunities available)
Everything's better with an afternoon beverage. Located in the exhibit hall, your company will receive recognition at the food stations during the popular refreshment breaks.
Cost: $2,500
CONFERENCE ACTIVITY
Sponsor a conference activity that brings attendees together for networking, relaxation, and fun. Activities may include Makerspaces, gaming, and events at the popular Night Track.
$1,000 each
BECOME A SPONSOR

For questions about your best sponsorship opportunity reach out to clasponsorship@cla-net.org.

To join us as a sponsor for the California Library Association, please select the opportunity you are interested in, and complete the sponsor information below. Please send your completed form to clasponsorship@cla-net.org. We will reach out to you with further details. We appreciate your support!

OPPORTUNITIES

DIAMOND
- KEYNOTE $15,000
- FEATURED SPEAKER $10,000
- CONFERENCE APP $10,000
- LANYARDS $10,000
- AWARDS GALA $10,000

GOLD
- EXHIBIT HALL AISLE SIGNS $5,000
- BREAKFAST BREAK $5,000
- FRIDAY SATURDAY LUNCH $5,000

SILVER
- PRE-CONFERENCE SESSIONS $2,500
- AFTERNOON COFFEE/TEA $2,500

BRONZE
- CONFERENCE ACTIVITY $1,000

PLATINUM
- OPENING RECEPTION $7,500
- BEATTY & CYRM TEA $7,500

SPONSOR INFORMATION

COMPANY:
______________________________________________________________________________________

CONTACT NAME:
______________________________________________________________________________________

ADDRESS:
______________________________________________________________________________________

CITY, STATE, ZIP: PHONE:
______________________________________________________________________________________

EMAIL:
______________________________________________________________________________________

californialibraryassociation
clasponsorship@cla-net.org