CLC 2021 - 2022
Sponsorship Opportunities

ENGAGE WITH THE CT LIBRARY COMMUNITY VIA CLC’S TRUSTED BRAND

NOVEMBER 2, 2021
SCHOOL LIBRARIAN PROFESSIONAL DEVELOPMENT DAY
ONLINE, $750
- Training event for school librarians featuring national speaker. 2 half-day sessions
- Expected attendance: 50-75

NOVEMBER 12, 2021
CABE/CAPSS CONVENTION
MYSTIC, $1000
Connecticut Association of Boards of Education (CABE)
Connecticut Association of Public School Superintendents (CAPSS)
- Your product/brand featured at CLC’s exhibit booth. Attended by CT public school superintendents, school administrators, and board of education representatives

FEBRUARY 3-4, 2022
TRENDSPOTTING SYMPOSIUM:
"Rewriting the Marketing Playbook for the New Normal"
ONLINE, $500-$2000
- Major professional development event to help library staff level-up their marketing. Two half-day sessions; keynote, panel, national speakers
- Estimated 50-100 CLC members and stakeholders

MAY 3-4, 2022
CLA CONFERENCE
HARTFORD, $500-$1000
Connecticut Library Association (CLA)
- Your product/brand featured at CLC’s interactive, FUN exhibit booth!
- Attended by over 700 Connecticut library staff, primarily from public and academic libraries

NOVEMBER 2021
ROUNDTABLE CHAIR EVENT
ONLINE, $500
- Annual training and appreciation event for the chairs of CLC’s 30+ active roundtable discussion groups
- Attendees: 20-30 highly influential Connecticut library staff

JUNE 2022
ANNUAL MEETING & RECEPTION
IN PERSON, $500-$1000
- CLC’s annual business meeting, year in review, awards & recognitions
- 40-60 CLC members and stakeholders, including CLC trustees and library directors

For details and more opportunities, contact:
Amanda Stern, Events & Projects Manager
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CONNECTICUT LIBRARY CONSORTIUM
234 Court St | Middletown, CT 06457
Visit us at ctlibrarians.org
WHY SPONSOR A CLC EVENT?
Reach hundreds of CT library decision makers
Deliver your message directly for a personal touch
Align with the trusted CLC brand
Online and in-person possibilities at a variety of price points

CONFERENCE BOothS

- Your product/brand featured at CLC’s exhibit booth at CT library or school conferences
- Let CLC help you attract attention and generate buzz. We have a reputation for being fun as well as informative!
- Includes prominent booth signage featuring your logo or other graphics
- No need to attend yourself. CLC staff serve as your representatives - we answer questions and hand out your literature and "swag"
- Options include a list of attendees and/or contacts made

PROFESSIONAL DEVELOPMENT EVENTS

Sponsor a CLC-hosted professional development event for CT library staff. Choose from in-person and virtual meetings, workshops, and more. Possibilities:

- **All events:** Presentations, introducing speakers, verbal recognition
- **Online events:** Logo on virtual background, virtual vendor booth
- **In-person events:** Sponsorship table, logo/signage at registration, banner near speaker podium, goody bags with brochures and giveaways

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