

## PaLA Conference Sponsorship Opportunities



*Representing library professionals affiliated with all types of libraries, the Pennsylvania Library Association (PaLA) advocates for libraries and provides opportunities for professional growth and leadership development for library staff. The Annual Conference is the largest event and gathering of PA library professionals.*

*With the 2025 Conference theme, “Raising Library Spirits - Uplifting the Future!” we will celebrate how libraries have evolved and adapted in meeting the needs of today's patrons and how we can continue to evolve for the future.*

*We invite you to partner with us as a conference sponsor to increase your visibility to hundreds of library professionals and to show your support for their important work. Several giving levels are available, with customizable options, but opportunities are limited.*

[Sponsor Registration form](#)



### Why Sponsor?

- Sponsorship of the PaLA Annual Conference is a tremendous way to put your brand in front of library professionals.
- The Event Marketing Institute has reported that customers form positive opinions when a business is tied to a high profile event, such as the PaLA Annual Conference. Customers will assume your business is reliable and reputable if you can sponsor other organizations, especially those with whom they have close ties.

- What's more, linking your business to a worthy cause, like libraries, can draw lasting support and media attention!
  - Join us, and highlight your brand as a library supporter!
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## Sponsorship Tiers

### ***Diamond/\$5000 Investment***

#### **Sponsorship of a Keynote Event** *(Estimated attendance: 300+)*

- **Opening Keynote Session (exclusive opportunity)**  
*This event officially opens the conference. Sponsor may briefly address the audience and may also introduce the speaker (To be determined.)*
- **Welcome Mixer & Attendee Badge Lanyards (exclusive opportunity)**  
*The Welcome Mixer will allow attendees to expand their professional network and learn more about PaLA at this reception-style event. Worn by every conference attendee, lanyard sponsorship provides a highly visible way to highlight your brand throughout the 4-day conference!*
- **Closing Breakfast (exclusive opportunity)**  
*This event takes place on the final day of the conference and is meant to send attendees off with an inspiring forward-looking message. The Sponsor may briefly address the audience and may also introduce the speaker.*

#### **The Diamond Sponsor Packages also include:**

- Opportunity to address the audience and introduce the speaker. (Available for Opening & Closing Keynotes only)
  - Showcase presentation to highlight your products or services  
*(showcases will take place during no-conflict exhibit time, A/V equipment provided)*
  - Full-page Bulletin Ad\* *(full color ad in quarterly digital news publication distributed to full membership of 1200+)*
  - Sponsored email blast to full PaLA membership of 1200+ members
  - Logo display in four locations: main conference page, registration page, on the mobile app with one push notification to attendees and in the exhibitor directory (if participating as an exhibitor)
  - Sponsor recognition via signage at the sponsored event
  - Opportunity to distribute company materials at sponsored event *(sponsor supplied materials)*
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## Gold/\$3000 Investment

### Sponsorship of a PaLA Division Luncheon, Exhibit Hall Event OR High Visibility Item

- **Carolyn W. Field Award Luncheon (exclusive opportunity)**  
*An important event that attracts youth services librarians will feature an award presentation to a Pennsylvania author or illustrator for outstanding work in youth literature. Sponsor will receive two tickets to the luncheon and may provide company promotional materials for distribution at the event. (Estimated Attendance 200+)*
- **College & Research Division Luncheon (exclusive opportunity)**  
*This main event for college & university librarians will feature a presentation by a leader in the academic library community. Sponsor will receive two tickets to the luncheon and may provide company promotional materials for distribution at the event. (Estimated Attendance: 100+)*
- **Public Library Division Luncheon (exclusive opportunity)**  
*This premier event for public librarians will feature a presentation by a thought leader. Sponsor will receive two tickets to the luncheon and may provide company promotional materials for distribution at the event. (Estimated Attendance: 250+)*
- **Exhibit Hall Lunches (Two opportunities available)**  
*Features portable food options for attendees to enjoy while visiting the exhibits to learn about the latest innovations in library products & services.. Sponsor is acknowledged at the event and will receive premier booth placement. (Estimated attendance: 300+)*
- **Conference Give-Away Item w/Logo Imprint (exclusive opportunity)**  
*Sponsor logo to be imprinted on this popular item (tote bag, portfolio, etc.) to be distributed to each attendee for use not only during the conference, but likely long after!*
- **Hotel Key Card Sponsor (exclusive opportunity)**  
*Held in the hand of every attendee staying at the conference hotel, the sponsor's logo/ad is displayed on the hotel key card to promote your company or organization.*

### The Gold Sponsor Packages also include:

- Showcase presentation to highlight your products or services  
*(Showcases will take place during no-conflict exhibit time, A/V equipment provided)*
- Half-page Bulletin Ad\* *(full color ad in quarterly digital newsletter distributed to membership of 1200+)*
- Logo display on Main Conference Page & Conference Mobile App
- Logo display on sponsored item or on signage at the sponsored event
- Opportunity to distribute company-supplied materials at sponsored event *(division or exhibit hall lunches)*

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## **Silver/\$1500 Investment**

### **Sponsorship of a Break or Educational Session\***

- **Coffee & Conversation Sessions (Four opportunities)**

*Taking place on Monday & Tuesday morning before sessions begin, these "unconference" sessions will provide opportunities for attendees to informally discuss sessions from the previous day over coffee and a light breakfast fare. Sponsors may provide promotional materials for distribution at the event. Two \$1500 sponsors will co-sponsor a single breakfast. (Option for exclusive sponsorship of the event at \$3000 Gold Level.)*

- **Coffee/Refreshment Break Sponsor (Four opportunities)**

*These hour-long breaks provide the opportunity for attendees to enjoy a hot or cold beverage while visiting the exhibits during no-conflict time. Break sponsor is acknowledged via signage on the break table and in conference materials. Sponsor has the option to provide company materials on the break table.*

- **Educational Breakout Session Sponsor**

*Be recognized as a sponsor of one of our educational sessions to connect your company/organization's name with a related topic. Session sponsor will be announced during the session and in conference materials. Sponsor has the option to provide company materials on the handout table.*

### **The Silver Sponsor Packages also include:**

- Half-page Bulletin Ad\*\* (*full color ad in quarterly digital news publication distributed to full membership*)
- Company listing on Event Page
- Logo display on mobile app

*\*\*Ad to be self-designed by sponsor or a basic ad (logo, phone, website) can be designed by PaLA. Ad specifications and deadlines will be provided at a later date.*

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**Custom options are also available to meet Sponsor's needs and goals. Contact [Kim Snyder](#) [Wise](#) to discuss options.**