



Sunday April 19-Tuesday April 21

Hosted By
San Diego State University
University of California, San Diego
University of San Diego

Academic Libraries
Advancement & Development Network
Conference

SPONSORSHIP OPPORTUNITIES 2015

THANK YOU!

Thank you for your interest in sponsorship of the 2015 Academic Libraries Advancement & Development Network (ALADN) Conference, *Fundraising by the Bay*, hosted by San Diego State University, the University of California at San Diego, and the University of San Diego.

This annual event, which includes a pre-conference April 19 for those new to the field, brings more than 175 advancement and development professionals, as well as deans and librarians, together to discuss current issues and share insights into the challenges of higher education fundraising and the importance of raising awareness of the resources and expertise found in the academic and research libraries in which we work.

In this document you will find four main levels of sponsorship, all of which come with numerous benefits and high-profile opportunities for your organization.

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About the Academic Libraries Advancement & Development Network (better known as [ALADN](#))

HOW WE BEGAN

Some 65 representatives from academic and research libraries from the United States and Canada attended a conference hosted by the University of New Mexico Libraries held in 1995. This meeting was designed to explore issues of interest to professionals in the area of library development. By overwhelming consensus, the group decided to form a continental network: ALADN.

WHO WE ARE

The Academic Library Advancement and Development Network, or ALADN, is an inclusive library fundraising community of peers.

Membership in the organization is open to professionals involved in development and advancement – development officers, designers, communications specialists, special collections librarians and library administrators – for academic and research libraries in North America.

WHAT WE DO

We offer networking and mutual problem solving for professionals involved in advancement and development for academic and research libraries through annual conference, electronic listserv participation, and personal contacts to better advance the mission of the academic and research libraries in which we work.



Platinum Sponsorship: \$15,000

- One company table in centrally located, highly visible designated area outside meeting rooms and registration
- Four designated sponsor attendees
- Opportunity to mix and mingle with attendees at the ALADN 2015 Opening Reception (April 19)
- Fifteen minute presentation during ALADN 2015 Welcome prior to keynote (April 20)
- Four complimentary tickets to the 2015 ALADN Closing Banquet (April 21)
- Complete list of attendees' contact information for mailing after the conference
- 200-word company description to be included in onsite program book and website
- Exclusive sponsorship of Hospitality Suite
- Special thank you during:
 - ALADN 2015 Welcome (April 20)
 - Awards Presentation at the ALADN 2015 banquet (April 21)
 - Final remarks (April 21)
- Company prominently listed with large, full-color logo on/in:
 - Conference signage
 - Conference website
 - Facebook
 - Onsite program book
 - Registration signage
 - Conference bags



Gold Sponsorship: \$10,000

- One company table in centrally located, highly visible designated area outside meeting rooms and registration
- Two designated sponsor attendees
- Opportunity to mix and mingle with attendees at the ALADN 2015 Welcome reception (April 19)
- Ten minute presentation during ALADN 2015 Welcome prior to keynote (April 20)
- Two complimentary tickets to the 2015 ALADN Closing Banquet (April 21)
- Complete list of attendees' contact information for mailing after the conference
- 200-word company description to be included in onsite program book and website
- Special thank you during:
 - ALADN 2015 Welcome (April 20)
 - Awards Presentation at the ALADN 2015 Closing Banquet (April 21)
 - Final remarks (April 21)
- Company listed with medium, full-color logo on/in:
 - Conference signage
 - Conference website
 - Facebook
 - Onsite program book
 - Registration signage
 - Conference bags



Silver Sponsorship: \$5,000

- One designated sponsor attendee
- Five minute presentation during ALADN 2015 Welcome prior to keynote (April 20)
- One complimentary ticket to the 2015 ALADN Banquet (April 21)
- Complete list of attendees' contact information for mailing after the conference
- Special thank you during ALADN 2015 Welcome (April 20) & Final remarks (April 21)
- 200-word company description to be included in onsite program book and website
- Company listed with small, full-color logo on/in:
 - Conference signage
 - Conference website
 - Facebook
 - Onsite program book
 - Registration signage
 - Conference bags



Bronze Sponsorship: \$2,000

- Special thank you during ALADN 2015 Welcome (April 20) and during Final remarks (April 21)
- 200-word company description to be included in onsite program book and website
- Company listed with small, black-and-white logo on/in:
 - Conference signage
 - Conference website
 - Facebook
 - Onsite program book
 - Registration signage
 - Conference bags



Additional Sponsorship Opportunities

DEANS' DINNER [MONDAY, APRIL 20]

- Special thank you during opening remarks
- 2 seats at Deans' Dinner
- Company listed with logo on/in:
 - Deans' Dinner signage
 - Deans' Dinner references on website
 - Deans' Dinner references in onsite program book

Sponsorship: \$7,500

WELCOME RECEPTION [SUNDAY, APRIL 19]

- Special thank you during opening remarks
- Company listed with logo on/in:
 - Reception signage
 - All reception cocktail and food tables
 - Reception bar
 - Reception references on website
 - Reception references in onsite program book

Sponsorship: \$6,500

PRE-CONFERENCE [APRIL 19]

- Special thank you and five-minute presentation during opening remarks
- Company listed with logo on/in:
 - Pre-conference signage
 - Pre-conference portion of website
 - All pre-conference references in onsite program book
 - Pre-conference registration signage

Sponsorship: \$5,000

COFFEE BREAKS/SNACKS [APRIL 19-21]

- Company listed with logo on/in:
 - Break signage
 - Conference website
 - Onsite program book

Sponsorship: \$3,000



HOSPITALITY SUITE [APRIL 19-21]

- Inclusion of up to five different company promotional items in suite
- Special thank you during ALADN 2015 Welcome (April 20) & Final remarks (April 21)
- Company listed with logo on/in:
 - Hospitality suite signage
 - Hospitality suite door
 - Hospitality suite references on website and in onsite program book

Sponsorship: \$2,500 – check for availability Jan. 2, 2015

PROGRAM BOOKS

- Special thank you during ALADN 2015 Welcome (April 20) and during Final remarks (April 21)
- Company listed with logo on the front cover of the onsite program book
- Company advertisement on the back cover of onsite program book (ad provided by company)
- Company listed with large, full-color logo on/in:
 - Conference website
 - Registration signage

Sponsorship: \$2,000



Sponsorship Help & Contact

SPONSORSHIP HELP

Didn't see anything that's exactly what you're looking for? Not a problem. Just contact Lynn Hawkes, whose information is below, and she'll be happy to customize a sponsorship package unique to your goals and budget.

Thank you once again for considering sponsoring the 2015 ALADN Conference: Fundraising by the Bay. We hope you will take advantage of this unique opportunity and join us in San Diego next April!

CONTACT

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