



## MLA Conference Sponsorship Opportunities

These are the sponsorship levels for the MLA Annual Conference. These levels are reviewed on an annual basis.

**Sponsorship Levels** – Sponsor the Massachusetts Library Association’s annual conference with an unrestricted sponsorship:

- Platinum (\$3,000+) - **Sponsor at the Platinum level and receive a free tabletop booth!**
- Gold (\$1,500 - \$2,999)
- Silver (\$750 - \$1,499)
- Bronze (\$500 - \$749)
- Friend of the MLA Conference (any amount under \$500)

**Sponsor Specific Events** – Is there a specific event or activity at the MLA conference you’d like to sponsor? Here is a list of possibilities at a range of sponsorship levels.

- **Conference Attendee Giveaway (2 sponsors desired @ \$3,000 ea.)** – Your company name or logo will be printed on the conference giveaway handed to every conference attendee upon registration. This is a great way to show your support, and for all the conference-goers to take your name away with them.
- **MLA Annual Meeting Luncheon (2 sponsors desired at \$2,500 ea.)** - Annual Meeting Luncheon features the MLA Business Meeting and the Mass. Board of Library Commissioners Director’s State of the State address. This sponsorship will allow us to cut the cost of attendees’ meals.
- **Conference badge lanyards (\$2,000)** – With this sponsorship your company name or logo will be printed on the lanyards used for Conference badges and seen throughout the conference.
- **MLA Awards Banquet (2 sponsors desired @ \$1,500 ea.)** – This year the MLA Annual Awards Banquet features the presentation of the MLA Hall of Fame Award. A sponsorship for this event allows us to offer an hour’s worth of open bar time, something attendees very much appreciate and remember.
- **Evening Event – 1 hour of open bar! (2 sponsors desired @ \$1,500 ea.)** - A sponsorship for the evening event allows us to offer an hour’s worth of open bar time, something attendees very much appreciate and remember.
- **One Book, One Conference (\$1,500)** – Sponsoring this conference wide event, provides the books for our One Conference, One Read event.
- **Morning refreshment break (3 sponsors desired @ \$1,500 ea.)** - Your company can sponsor one of the morning breaks on Monday, Tuesday or Wednesday. This is a great opportunity to get your company’s name out for the majority of conference attendees to see.
- **Afternoon refresher break (3 sponsors desired @ \$1,500 ea.)** – Help our attendees refocus their minds and refresh their bodies by sponsoring one of the afternoon breaks. This is a great opportunity to get your company’s name out for the majority of conference attendees to see.

- **MLA Career Center (\$1,000)** - *Open throughout conference. Very popular; high traffic!* The Career Center, featuring experienced volunteers will be on hand to answer attendee questions about job hunting, networking, salary negotiation, and other career-related topics.
- **Author Programs (3 sponsors desired @ \$1,000 for each program)** - Sponsorship of one of MLA's visiting authors, will show your support for books and reading and reach a host of collection development and front line library staff throughout the entire conference.
- **Individual spotlight speaker (\$750)** - This sponsorship allows you to cover the cost of a special spotlight speaker running a program during the conference. Ask us which speakers are eligible for this sponsorship.
- **President's reception (\$600)** - The MLA President's Reception is a terrific networking opportunity, and exhibitors in the know have taken advantage of this relaxed reception to informally interact with library movers and shakers. A sponsorship for this event will provide wine, beer and snacks for this reception.
- **Conference scholarship (\$400)** - The Massachusetts Library Association encourages students and first time attendees to attend conference through our scholarship program. You can help us bring new people to conference by underwriting scholarship opportunities.
- **Programs (\$250)** - If you don't see an event that meets your needs, MLA will work with you to identify a conference program that presents the perfect opportunity for your partnership.