



Academic Libraries
Advancement & Development
Network Conference

FOUNTAINS OF PHILANTHROPY

SPONSORSHIP OPPORTUNITIES
2014

THANK YOU!

Thank you for your interest in sponsorship of the 2014 Academic Libraries Advancement & Development Network (ALADN) Conference, Fountains of Philanthropy, hosted by the University of Kansas, Kansas State University, the University of Missouri – Kansas City, and the University of Nebraska – Lincoln in Kansas City, Missouri.

This annual event, which includes a pre-conference May 17 and 18 for those new to the field, brings more than 150 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 (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 Level

- One company table in centrally-located, highly-visible designated area outside meeting rooms and registration
- Four designated sponsor attendees
- Fifteen minute presentation during ALADN 2014 welcome May 19 prior to keynote
- Complete list of attendees' contact information for mailing after the conference
- Opportunity to mix and mingle with attendees at the welcome reception May 18
- Four complimentary tickets to the 2014 ALADN Banquet May 19
- 200 word company description to be included in onsite program book and website
- Exclusive sponsorship of Hospitality Suite
- Special thank you during ALADN 2014 welcome May 19 prior to keynote, during the awards presentation at the ALADN 2014 banquet May 19, and during final remarks May 21
- Company prominently listed with large, full-color logo on/in:
 - Conference signage
 - Conference website
 - Facebook
 - Onsite program book
 - Registration signage
 - Conference bags

TOTAL INVESTMENT: \$15,000

Gold Level

- One company table in centrally-located, highly-visible designated area outside meeting rooms and registration
- Two designated sponsor attendees
- Ten minute presentation during ALADN 2014 welcome May 19 prior to keynote
- Complete list of attendees' contact information for mailing after the conference
- Opportunity to mix and mingle with attendees at the welcome reception May 18
- Two complimentary tickets to the 2014 ALADN Banquet May 19
- 200 word company description to be included in onsite program book and website
- Special thank you during ALADN 2014 welcome May 19 prior to keynote, during the awards presentation at the ALADN 2014 banquet May 19, and during final remarks May 21
- Company listed with medium, full-color logo on/in:
 - Conference signage
 - Conference website
 - Facebook
 - Onsite program book
 - Registration signage
 - Conference bags

TOTAL INVESTMENT: \$10,000

Silver Level

- Special thank you during ALADN 2014 welcome May 19 prior to keynote and during final remarks on May 21
- One designated sponsor attendee
- Five minute presentation during ALADN 2014 welcome May 19 prior to keynote
- Complete list of attendees' contact information for mailing after the conference
- One complimentary ticket to the 2014 ALADN Banquet May 19
- 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

TOTAL INVESTMENT: \$5,000

Bronze Level

- Special thank you during ALADN 2014 welcome on May 19 prior to keynote and during final remarks on May 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

TOTAL INVESTMENT: \$2,000

Additional Sponsorship Opportunities

FULL ALADN 2014 BANQUET [MAY 19]

- Special thank you during ALADN 2014 welcome May 19 prior to keynote
- Special thank you during awards presentation at banquet May 19
- 5 minute presentation during awards presentation
- Company listed with logo on/in:
 - Banquet signage
 - All banquet tables
 - Banquet references on website and in onsite program book

Total investment: \$15,000

PARTIAL ALADN 2014 BANQUET [MAY 19]

- Special thank you during awards presentation at banquet May 19
- Company listed with logo on/in:
 - Banquet signage
 - All banquet tables
 - Banquet references on website and in onsite program book

Total investment: \$7,500

WELCOME RECEPTION [MAY 18]

- Special thank you during welcome remarks at reception May 18
- 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

Total investment: \$6,500

DEAN'S DINNER [MAY 20]

- Special thank you during welcome remarks at reception May 18
- 2 seats at Dean's Dinner
- Company listed with logo on/in:
 - Dean's Dinner signage
 - Dean's Dinner references on website
 - Dean's Dinner references in onsite program book

Total investment: \$7,500

ALADN 2014 PRE-CONFERENCE [MAY 17 AND 18]

- Special thank you during pre-conference welcome May 18 prior to keynote
- 5 minute presentation during pre-conference welcome May 18 prior to keynote
- 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

Total investment: \$5,000

COFFEE BREAKS/SNACKS [MAY 17-21]

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

Total investment: \$3,000

HOSPITALITY SUITE [MAY 17-21]

- Inclusion of up to five different company promotional items in suite
- Special thank you during ALADN 2014 welcome May 19 prior to keynote and during final remarks May 21
- Company listed with logo on/in:
 - Hospitality suite signage
 - Hospitality suite door
 - Hospitality suite references on website and in onsite program book

Total investment: \$2,500

PROGRAM BOOKS

- Special thank you during ALADN 2014 welcome May 19 prior to keynote and during final remarks May 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

Total investment: \$2,000

Sponsorship Help & Contact

SPONSORSHIP HELP

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

Thank you once again for considering sponsoring the 2014 ALADN Conference: Fountains of Philanthropy. We hope you will take advantage of this unique opportunity and join us in Kansas City next May!

CONTACT

Rebecca Smith
Program Committee
University of Kansas
W: 785-864-1761
C: 785-424-4224
rasmith@ku.edu