



Colorado Association of Libraries 2008 Conference
Sponsorship Opportunities 2008
November 6-8, 2008 – Denver, Colorado



The Colorado Association of Libraries Conference is an annual event -- three days of continuing education and networking for those who are affiliated with libraries. The following sponsorship opportunities are available for the 2008 CAL Conference. Total registration for the three-day conference is expected to be approximately 1,200 to 1,400.

Sponsorships provide high impact exposure and target marketing; promote your library or business and demonstrate social responsibility; positive, cost-effective PR is generated.

If you have other ideas for ways to support the conference that are not listed here, please feel free to contact Galina Derevyanko at gderevyanko@ald.lib.co.us or phone 303/792-8929.

Thursday, November 6, 2008

- **Morning coffee, tea, and rolls for pre-conference attendees** \$1,500
 - Approximately 400 attendees
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site

 - **Boxed Lunch Distribution** \$2,500
 - Approximately 400 attendees
 - Your materials distributed with lunch
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site

 - **Meet and Greet Reception with fun events and activities** \$3,500
 - Approximately 500 attendees
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site

 - **Jeannie Ritter (Colorado's First Lady) Keynote Speaker Sponsorship** \$3,000
 - Approximately 500 attendees
 - Sponsor name and log displayed via PowerPoint on large screens at front of the room
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site
 - Verbal acknowledgment from the emcee before and after the keynote speaker.
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Friday, November 7, 2008

- **Morning coffee, tea, and rolls for conference attendees** \$4,000
 - Approximately 800 attendees
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site
 - Verbal acknowledgment from the emcee before and after the keynote speaker.

Friday, November 7, 2008

- **Mary Dempsey, Chicago Public Library Commissioner, Keynote Speaker** \$3,000
 - Approximately 800 attendees
 - Sponsor name and log displayed via PowerPoint on large screens at front of the room
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site
 - Verbal acknowledgment from the emcee before and after the keynote speaker

 - **Luncheon with Speaker, Ethiopia Reads** \$4,500
 - Approximately 1,000 attendees
 - Your materials distributed to every seat in the ballroom
 - Full-page ad in the printed program (you supply the art)
 - Sponsor name and logo displayed via PowerPoint on large screens at front of the room
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site
 - Verbal acknowledgment from the emcee before and after the keynote speaker

 - **Cash Bar Reception with Exhibitors, Preceding Awards Ceremony** \$4000
 - Approximately 700 attendees
 - Half-page ad in the printed program (you supply the art)
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site
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Saturday, November 8, 2008

- **Morning coffee, tea, and rolls for conference attendees** \$4,000
 - Approximately 800 attendees
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site
 - Verbal acknowledgment from the emcee before and after the keynote speaker.

 - **Ice Cream Break** \$2,000
 - Approximately 800 attendees
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site

 - **Jessamyn West, Closing Keynote** \$3000
 - Approximately 500 attendees
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site

 - **Member Reception** \$2,000
 - Approximately 300 attendees
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site

 - **Career Connection @ CAL (Job Fair)** \$3,500
 - Approximately 500 attendees
 - Half-page ad in the printed program (you supply the art)
 - Large signs on easels with sponsor name during event
 - Acknowledgment in the printed program and listed on the CAL Web site with your logo and a link to your Web site
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Additional Sponsorship Opportunities

•Acknowledgment in the printed program and listed on the CAL Web site with a link to your company

Program/Workshop Sponsorships \$1,000, \$750, \$500, and \$250 levels available

Scholarships for Attendees \$150 per scholarship

Item	Quantity Needed (or donate monetary cost of items)
Ice Cream Break With Exhibitors Donation of high-quality individual ice cream servings (i.e., ice cream bars, sandwiches, etc.)	1,400 ea
Water Donation of 5-gallon bottles of water	
Conference Canvas Bags All conference registrants •Conference name, date, location and logo •Sponsor name, logo, tagline •Literature from sponsor, if desired (pre-stuffed)	1,400 ea
Conference Name Badge Holders All conference registrants •Conference name, date, location and logo •Sponsor name, logo, tagline and/or	1,400 ea
Conference Lanyards All conference registrants •Conference name, date, location and logo •Sponsor name, logo, tagline	1,400 ea
Giveaway Items: •Refillable bottles for water (good opportunity to get your logo seen) •Flash drives for attendees to put handouts on •Small notebooks/notepads •Make an offer	1,400 ea

If you have other ideas for ways to support the conference that are not listed here or if you have questions, please contact:

•Galina Derevyanko, gderevyanko@ald.lib.co.us, 303/220-7704

or contact the CAL office:

•Kathleen Noland, cal@cal-webs.org, 303/463-6400

