Proposed Changes to Conference Sponsorship Program

Current sponsorship Levels:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| MLA Sponsorship Levels | | | # available | | 2017 # sold |
|  |  |  |  | Description |  |
| Platinum |  | $3,000 | 2 | Conference Giveaways | in-kind conference app |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Gold Sponsor | | $1500 - $2999 | |  |  |
|  |  | $2,500 |  | Annual Business Lunch |  |
|  |  | $2,000 |  | Lanyards |  |
|  |  | $1,500 | 2 | Awards Banquet | 1 |
|  |  | $1,500 | 2 | Evening Event Open Bar |  |
|  |  | $1,500 | 1 | One Book One Conference | 1 |
|  |  | $1,500 | 6 | Refreshment Break | 1 |
|  |  |  |  |  |  |
| Silver Sponsor | | $750-$1499 | |  |  |
|  |  | $1,000 | 3 | Author Programs |  |
|  |  | $7,500 |  | Individual Spotlight Speaker |  |
|  |  | $1,000 | 1 | Book cart drill team | 1 |
| Bronze Sponsor | | $500-$749 | |  |  |
|  |  | $600 | 1 | President's Reception | 1 |
|  |  |  |  |  | 1 |
| Friend |  | $499 and below | |  |  |
|  |  | $400 |  | Scholarships | 2 |
|  |  | $250 |  | Programs | 5 |
|  |  |  |  |  |  |
| Other |  |  |  | Gift Basket for Exhibit Opening | 1 |

It is difficult to attract sponsors because there are no clear benefits for each level and the contribution range for each level is too broad. There is also some confusion as to why a conference reception with an open bar is $1500 but the President’s Reception is $600. I am not clear about the difference between the President’s Reception and the Opening Event Open Bar.

Kristen and I have been talking about how to improve the program and perhaps attract more corporate sponsors for the Conference. I propose the following

Eliminate the contribution range within each level – set a fixed price.

Eliminate the President’s Reception as a separate sponsorship

Determine if Capira’s conference app is valued at the $3000 Platinum level

Develop a more aggressive and comprehensive marketing program to provide sponsors with more opportunities to reach the Massachusetts community at large – beyond the conference attendees.

I recommend that the Association establish a policy for when conference sponsor logos are removed from the website – I suggest 30 to 60 days post conference.

I also recommend that the Association establish a policy that a generic email address be set up for the Sponsorship Coordinator using the Association Google apps for nonprofits, that all correspondence and documents be saved under that account and the log-in be shared between the Sponsorship Coordinator, the Conference Manager, the Association Manager and the Conference Chairs to expedite the sharing of information.

Attached is a sample solicitation letter and a model of how we could market the different levels with clearer differentiation between the sponsors.

Sample Sponsorship Solicitation Letter

Have you considered sponsoring at the Massachusetts Library Association’s annual conference, which will be held May 21 – 23, 2018 in Framingham? It’s a great opportunity to strengthen your company’s brand awareness and reach nearly all library leaders and decision makers throughout Massachusetts. Sponsors are given an opportunity beyond that of exhibitors by having company information advertised on the MLA website, social media, newsletter, conference marketing material.

Levels and Benefits of Sponsorship

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Benefits | Platinum | Gold - One Book One Conference, Receptions, Breaks | Silver - Keynote Speaker Sponsorship | Bronze - Ad Package | Scholarship | Program Sponsor |
|  | $3,000 | $1,500 | $750 | $500 | $400 | $250 |
| Exclusive | X |  |  |  |  |  |
| Ad in event program | Full page | ½ page | ¼ page | ¼ page |  | \*mention of sponsorship in program |
| Logo in event app | X | X | X | X | X | \*mention of sponsorship in app |
| Ad in MLA newsletter | X | X | X | X |  |  |
| Logo on MLA website | X | X | X |  |  |  |
| Logo on Event Flyer | X | X | X |  |  |  |
| Banquet tickets ???? | 2 | 1 |  |  |  |  |
| Free table top exhibit | X |  |  |  |  |  |
| Logo on conference poster | X | X | X |  |  |  |
| Logo on MLA Facebook and other social media | X | X | X | X |  |  |
| Post conference press release \*recommended | X | X | X |  | X |  |
| Promotional item in registration packet (one) | X | X | X |  |  |  |
| Recognition at exhibit table  If applicable | X | X | X | X | X | X |
| Recognition at main banquet | X | X | X | X | X |  |

**Please note:** MLA is a registered 501(c)3 and your sponsorship is tax-deductible.

We realize that there are many conferences competing for your participation and therefore, difficult decisions to make regarding the best use of your resources, so we appreciate your consideration.

All logos must be received by a certain date to be included in any and all printed materials. The 2018 Conference Deadline is XXXX

I can be reached at [dconrad@masslib.org](mailto:dconrad@masslib.org) and look forward to answering any questions you may have.  Here is a link to our sponsorship page.

[http://www.masslib.org/Sponsorship-Opportunitie](http://www.masslib.org/Sponsorship-Opportunities)