

**YALSA Board Meeting  
2005 Annual Conference  
Chicago, Illinois  
June 23-29, 2005**

**Topic:** **Establishing a Friends of YALSA**

**Background:** **As part of an overall initiative to seek out additional funding sources, it was proposed that a Friends of YALSA be established. At the Midwinter meeting, Beth Yoke and C. Allen Nichols were directed to form a proposal and present it to the Board at Annual.**

**Planning for the Future**

**DRAFT Proposal: Major Gifts  
The YALSA Planned Giving Program**

*Purpose: Establishing a Major Gifts program will complement the Friends program, and allow for YALSA to seek out larger donations. It can bring in additional funding to YALSA that can help us expand existing services and programs or launch new ones. The contributors, through their tax-deductible donation, get an opportunity to provide support to a particular topic or cause of speci*





## **DRAFT Proposal: YALSA Corporate Sponsors**

*Purpose: Expanding our corporate sponsorship program from just Teen Read Week to a year-round initiative can bring in additional funding to YALSA that can help us expand existing services and programs or launch new ones. For the corporations, it means more exposure for them and reach into the library market. It also provides them an opportunity to receive recognition for giving back to the community.*

Levels of financial contributions:

- ◆ Blockbuster -- \$25,000+ contribution. Your company will receive a complementary full-page ad in YALSA's quarterly journal, *Young Adult Library Services*, thanking you for your sponsorship. Your corporate logo would be linked at the top of the YALSA sponsor web page and included in all of YALSA's promotional materials. For an annual gift of 25,000+ your company will have the option to sponsor a particular pre-conference or regional institute, and the naming rights for that pre-conference or regional institute. In addition, you would receive all of the benefits of the YALSA sponsorship levels listed below.
- ◆ Bestseller -- \$10,000+ contribution. Your company would be recognized and linked to the YALSA web site. You would receive the right to use the YALSA logo in your advertising and promotional materials. For an annual gift of 10,000+, your company will have the option to sponsor a particular scholarship, grant or award, and the naming rights for that scholarship, grant or award. Your company would also receive all other benefits of the Classic, and the Corporate Friend of YALSA sponsorship levels outlined below.
- ◆ Classic -- \$5,000+ contribution. For an annual gift of 5,000+, your company will have the option to sponsor a particular scholarship or grant, and the naming rights for that scholarship, or grant. Your company would receive a basic benefits package consisting of a news release announcing your sponsorship; your company's name in news releases, flyers, tip sheets and other promotional materials, including a link from YALSA's web site; a certificate of recognition to display in your office or exhibit booth; and permission to promote your company as an "Official YALSA Sponsor".
- ◆ Corporate Friend of YALSA -- \$1,000+ contribution. Your company will receive a free corporate membership to YALSA, and will be listed with other sponsors on YALSA's web site and in other publicity materials. Your company's name will be featured in advertisement thanking Teen Read Week sponsors in the fall issue of YALSA's quarterly journal, *Young Adult Library Services*. Your company's name will be featured on a sign at YALSA's Membership Booth at conferences thanking Teen Read Week sponsors. Your web site would be linked to YALSA's web site.