

## Chair FAQ on Sponsors, Partners and Donations

### **Q: Who are corporate sponsors and promotional partners?**

**A:** According to the YALSA Handbook, sponsorship is an investment by a company in ALA/YALSA that creates an affiliation for marketing purposes. The company acquires the right to affiliate with ALA/YALSA in exchange for an unrestricted fee, above and beyond any direct cost. Sponsors are publishers, vendors and/or companies who establish a formal relationship with YALSA/ALA. Usually the two parties sign a binding agreement, which outlines the terms of the relationship.

### **Q. When might my member group need/want corporate sponsors and promotional partners?**

**A.** Corporate sponsors and promotional partners can provide financial support or in-kind donations to fund a variety of initiatives including programs, events and more. Here are some past examples of how sponsors and partners have aided YALSA:

- provide funds for member scholarships, grant or awards
- cover the expense of a break or meal at a conference
- distribute swag bags for members at conference events
- create and distributed posters or other promotional materials to libraries for the launch of the 2006 WrestleMania Reading Challenge.
- provide funds to sponsor a specific initiative, such as Teen Tech Week™

### **Q: What initiatives & activities does the YALSA Executive Director seek sponsors and partners for each year?**

**A.** Conferences (Annual, Midwinter, YA Services Symposium), Teen Read Week™ and Teen Tech Week.

### **Q. What can my group do if it wants a program, initiative or event sponsored?**

**A.** In accordance with the YALSA Handbook, all corporate sponsorships and promotional partnerships are negotiated by YALSA's Executive Director. The Executive Director works in conjunction with ALA's Development Office and YALSA's Board of Directors. If you would like funding or resources from a corporate sponsor or promotional partner to support a program, event, publication or YALSA related activity, please contact the Executive Director, at [byoke@ala.org](mailto:byoke@ala.org) or 1.800.545.2433 x4391 and let her know that you are interested in sponsorships. You may also choose to do some of the following, but are not obligated to:

1. Brainstorm with your member group which publishers, vendors and/or companies might be a good fit for the needs and goals of the project your group is working on. Other not-for profit organizations should not be considered.
2. Find out the name and address of the Director of Marketing, Director of Branding, or similar titled person at the company(ies).
3. Send your list of potential corporate sponsors and/or promotional partners along with the contact information to YALSA's Executive Director, Beth Yoke, at [byoke@ala.org](mailto:byoke@ala.org). Provide a brief explanation of what you're looking for funding for and why this particular company(ies) is a good fit.
4. Make sure your member groups understands that the suggestions they send may or may not actually be followed up on and that the final decision rests with YALSA and ALA's leadership.

### **Q. What can't my group do?**

**A.** YALSA members and/or member groups are not to seek out donations, corporate sponsors and/or promotional partners on their own. In other words, do not approach publishers, vendors and/or companies and ask them to donate or fund anything. ALA has specific guidelines in place that YALSA must follow in regards to corporate sponsorships and promotional partnerships and must coordinate everything through the ALA Development Office.

**Q. Who can be a corporate sponsor?**

**A.** ALA Council approved a list of socially responsible companies for use with seeking corporate sponsors. If a company does not meet acceptable socially responsible standards, then they are not eligible to be a corporate sponsor for any ALA/YALSA project.

**Q. How long does it take to get a sponsor or partner?**

**A.** For major initiatives like Teen Read Week, YALSA begins the process a year or more in advance. For smaller events, like conferences, outreach begins about 6 months in advance.

**Q. What if I just want some freebies to give out at an event, for a contest, etc.?**

**A.** Publishers and vendors are often willing to contribute galleys, books and promotional materials they have on hand. Please send this request to the Executive Director with details about how many items you're seeking, for what event, by when you need them, etc. Also, please don't forget to send a thank you note to the publisher/vendor after your event or program is over.

**Q. Where can I learn more about YALSA and sponsorships?**

**A.** There is a section in YALSA's Handbook called "Corporate Sponsorship Policy" [www.ala.org/yalsa/aboutyalsa/yalsahandbook/sponsorpolicy](http://www.ala.org/yalsa/aboutyalsa/yalsahandbook/sponsorpolicy)

**Q: If I have a question about sponsors and/or partners, whom do I contact?**

**A.** Beth Yoke, YALSA Executive Director, at [byoke@ala.org](mailto:byoke@ala.org) or 1.800.545.2433 x4391