

**SUPPORT PUBLIC LIBRARIES, REACH PUBLIC LIBRARIANS**

The PLA Partners Program offers organizations the opportunity to develop relationships with more than 11,000 public library staff members, including directors, trustees, and other higher-level managers and decision-makers, who are members of the Public Library Association (PLA), one of the fastest growing divisions of the American Library Association.

With the support of our Partners, PLA is able to provide its members with top-notch continuing education programming, publications, and services with the goal of strengthening public libraries and the communities they serve.

“Being a PLA Partner has given TLC positive recognition within the public library community while allowing us to demonstrate our support of public libraries and the vital work they do.”

**JANENE WITCHEY**  
DIRECTOR OF MARKETING  
THE LIBRARY CORPORATION (TLC)

“Userful is proud to partner with the Public Library Association. Our PLA partnership provides valuable recognition for Userful, and we are delighted to have the opportunity to help keep public libraries strong.”

**DUANE CLEMENS**  
SENIOR ACCOUNT MANAGER  
USERFUL

**FLEXIBILITY AND TAILORED RECOGNITION**

The PLA Partners Program offers a variety of support levels and high-visibility recognition customized to your organization. Partners may make a general contribution or target a specific PLA event or service to underwrite, including the PLA National Conference, the PLA Spring Symposium, PLA programs at ALA conferences, and more. Visit [www.pla.org](http://www.pla.org) for opportunities that are currently available.

**PLA ALSO WELCOMES NEW SPONSORSHIP IDEAS. EMAIL [PLA@ALA.ORG](mailto:PLA@ALA.ORG) OR CALL 800.545.2433 X5PLA TO MAKE YOUR VISION A REALITY.**

**DON'T WAIT! BECOMING A PLA PARTNER IS EASY!**

Your contribution includes a full year of recognition from PLA. Our Partner year runs the length of our fiscal year, September-August.

**CHOOSE A LEVEL OF SUPPORT**

Bronze Partner	\$500 - \$999
Silver Partner	\$1,000 - \$4,999
Gold Partner	\$5,000 - \$9,999
Platinum Partner	\$10,000 +

*\*Platinum Partners receive a sponsorship package that includes all of the acknowledgments listed on the opposite page, as well as additional benefits tailored to your organization's specific needs. PLA will work with you to determine how your generous support can be best recognized.*

**TO LEARN MORE ABOUT THE PLA PARTNERS PROGRAM, PLEASE VISIT [WWW.PLA.ORG](http://WWW.PLA.ORG).**

**BE RECOGNIZED!**

As a PLA Partner, you will be recognized throughout the year as contributing to PLA and the success of public libraries everywhere. Recognition includes, but is not limited to:

- Your organization's name and/or logo on multiple mailings—both print and electronic—sent to more than 11,000 PLA members
- Recognition on signage at all major PLA events, including PLA events at ALA conferences
- Your organization listed as a Partner on the PLA Web site, and for Gold and Platinum Partners, a link from our Web site to yours
- Your organization listed in advertisements thanking our Partners in *Public Libraries* and *American Libraries* magazines
- Partner star and badge ribbons for your exhibit booth and staff at ALA and PLA Conferences
- When possible, Partners receive recognition at PLA events from the podium
- Invitations for company representatives to attend PLA events
- Monthly recognition in the PLA e-Newsletter (sent to more than 7,000 PLA members), and for Gold and Platinum Partners, a link from the e-Newsletter to your Web site
- Your organization featured in PLA's e-Newsletter (for Gold and Platinum Partners), giving you the opportunity to reach your target audience with your key messages

(PLEASE FILL OUT THE INFORMATION ON REVERSE SIDE OF FORM)

ideas  
**research**  
**insights**  
 continuing education  
**conferences**  
**award programs**  
 electronic resources  
**networking**  
**publications**  
**advocacy**

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Public Library Association



PUBLIC LIBRARY ASSOCIATION

a division of the American Library Association  
 50 East Huron St.  
 Chicago, IL 60611

**UPCOMING PLA NATIONAL  
 CONFERENCE DATES**

- PLA 2008**  
**PLA'S 12TH NATIONAL CONFERENCE**  
 March 25-29, 2008, Minneapolis, Minnesota
- PLA 2010**  
**PLA'S 13TH NATIONAL CONFERENCE**  
 March 23-27, 2010, Portland, Oregon

The premier event for the public library world, the PLA National Conference, is held biennially in the spring of even-numbered years. In non-National Conference years, PLA holds its Spring Symposium.

*For more information about the National Conference, visit [www.placonference.org](http://www.placonference.org). For more information about the Spring Symposium, visit [www.pla.org](http://www.pla.org).*

**YES!**

Our organization would like to support public libraries and the communities they serve by becoming a PLA Partner. As a PLA Partner, I will receive a full year of recognition (September-August).

- BRONZE PARTNER \$500 TO \$999**  
 AMOUNT \$ \_\_\_\_\_
- SILVER PARTNER \$1,000 TO \$4,999**  
 AMOUNT \$ \_\_\_\_\_
- GOLD PARTNER \$5,000 TO \$9,999**  
 AMOUNT \$ \_\_\_\_\_
- PLATINUM PARTNER \$10,000+**  
 AMOUNT \$ \_\_\_\_\_

**PLEASE PROVIDE US WITH THE FOLLOWING INFORMATION:**

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

CONTACT NAME & TITLE \_\_\_\_\_

PHONE/FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

*By providing your signature, you authorize ALA/PLA to send you information.*

COMPANY URL \_\_\_\_\_

NAME OF COMPANY PRESIDENT/CEO \_\_\_\_\_

**PLEASE RETURN THIS FORM TO:**

PLA, a division of the American Library Association  
 50 E. Huron Street  
 Chicago, IL 60611

Phone: 800.545.2433 x5PLA  
 Fax: 312.280.5029  
 E-mail: [pla@ala.org](mailto:pla@ala.org)

[www.pla.org](http://www.pla.org)

**ABOUT THE PUBLIC LIBRARY ASSOCIATION**

Based in Chicago, the Public Library Association, with more than 11,000 members, is one of the largest divisions of the American Library Association, the oldest and largest library association in the world. PLA's mission is to enhance the development and effectiveness of public library staff and public library services.

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