



**Special Libraries Association  
Michigan Chapter**  
**Sponsorship: 2003-2004 Program Year**



## **Program Sponsorship**

### **Benefactor: \$500\***

- Acknowledged at meeting
- Acknowledged in meeting flyer
- Q & A and networking
- Acknowledged on MI Chapter website
- Link to vendor's site from MI chapter site and email communications
- 2 representatives attend free of charge
- Raffle drawing--keep business cards for networking
- Table for promotional materials
- Make 3-5 minute presentation

### **Patron: \$250\***

- Acknowledged at meeting
- Acknowledged in flyer
- 1 representative attends free of charge
- Q & A and networking

### **Friend: Gifts-in-Kind**

- Varies depending on value of gift but would likely include acknowledgment at meeting and/or in the flyer.

\*Programs are discounted an additional 15% for sponsoring more than one program, including the anniversary program.

## **75<sup>th</sup> Anniversary Program Sponsorship**

### **Diamond Level: \$750 or more**

- Prominent acknowledgement during event as a Diamond level sponsor
- Name on easel
- Web ad (Link to Web site from MI Chapter SLA)
- Attendance list from meeting
- Full-page ad in anniversary program
- 3 representatives attend free of charge

### **Emerald Level: \$500 - \$749**

- Prominent acknowledgement during event as an Emerald level sponsor
- Name on easel
- Web ad (Link to Web site from MI Chapter SLA)
- Attendance list from meeting
- Half-page ad in anniversary program
- 2 representatives attend free of charge



## Special Libraries Association Michigan Chapter

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### Anniversary Program Sponsorship (cont.)

#### **Ruby Level: \$350 - \$499**

- Prominent acknowledgement during event as a Ruby level sponsor
- Name on easel
- Web ad (Link to Web site from MI Chapter SLA)
- Attendance list from meeting
- Quarter-page ad in anniversary program
- 1 representatives attends free of charge

#### **Garnet Level: \$100 - \$349**

- Prominent acknowledgement during event as a Garnet level sponsor
- Eighth-page ad in program

#### **Pearls: Gifts-in Kind**

- Varies depending on value of gift but would likely include acknowledgment at meeting and/or Eighth-page ad in program.

### Bulletin Advertisement (Web Based with Links)

**Full-page ad: \$145\*\***

**Half-page ad: \$80\*\***

**Quarter-page ad: \$45\*\***

**Eighth-page ad: \$25\*\***

\*\* Bulletin is discounted an additional 15% per bulletin ad when also sponsoring a program. A 15% discount is also offered for purchasing ads in all 3 bulletins. Bulletin is standard 8.5 x 11 inches and is posted electronically with links to the sponsor website.

### Package Savings

#### **Package 1: \$1200**

Includes Diamond Sponsorship for the Anniversary Program, Benefactor sponsorship for a regular program, and 1 Full-page ad in a bulletin issue.

#### **Package 2: \$700**

Includes Emerald Sponsorship for the Anniversary Program, Patron sponsorship for a regular program, and 1 Half-page ad in a bulletin issue.

#### **Package 3: \$550**

Includes Ruby Sponsorship for the Anniversary Program, Patron sponsorship for a regular program, and 1 Quarter-page ad in a bulletin issue.

Packages represent approximately 15% discount from separately purchased items.

Custom packages can also be assembled to meet sponsor's specific needs.