The Reference and User Services Association (RUSA), a 3,200 member division of the American Library Association, represents librarians and library staff in the fields of reference, specialized reference, collection development, readers’ advisory and resource sharing. RUSA is the foremost organization of reference and information professionals who make the connections between people and the information sources, services and collection materials they need. Learn more about RUSA at www.rusaupdate.org.
## Sponsorship Levels

<table>
<thead>
<tr>
<th></th>
<th>Sustaining $5,000</th>
<th>Advocate $2,500</th>
<th>Supporter $1,000</th>
<th>Contributor $500</th>
</tr>
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<tbody>
<tr>
<td>Signage on-site at event with your logo</td>
<td>✓</td>
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<tr>
<td>Onsite promotions at conferences including participation in the award ceremony (if applicable)</td>
<td>✓</td>
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<tr>
<td>Acknowledgment in ceremony presentation and program book (if applicable)</td>
<td>✓</td>
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<td>Two conference exhibitor passes to sponsor representatives to attend the event</td>
<td>✓</td>
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<tr>
<td>A literature table available for you to display and distribute your material</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Pre-conference promotions including exhibitor booth information and activities</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo and name included in press release and/or blog post for event</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Hyperlinked company logo displayed on <a href="http://www.rusaupdate.org/support">www.rusaupdate.org/support</a></td>
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<td>Hyperlinked company name displayed on <a href="http://www.rusaupdate.org/support">www.rusaupdate.org/support</a></td>
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<tr>
<td>Sponsor recognition in event promotion on social media (Facebook, Twitter and LinkedIn)</td>
<td>✓</td>
<td>✓</td>
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</tbody>
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### ANNUAL CONFERENCE EVENTS
- Conference in June annually
- Reservation due by April 1
- Social Events (happy hour, networking, etc.)
- Programs
- Discussion Groups
- Andrew Carnegie Medals for Excellence in Fiction and Nonfiction Ceremony & Reception

### MIDWINTER MEETING EVENTS
- Conference in January or February annually
- Reservation due November 15
- Social Events (happy hour, networking, etc.)
- Book & Media Awards Ceremony
**How To Proceed**

**Checklist:**
1. Complete this form
2. Make check payable to: American Library Association c/o RUSA (to be invoiced, email lwood@ala.org)
3. If your sponsorship level includes it, send company logo with link to your website to lwood@ala.org
4. Send completed form with check to American Library Association c/o RUSA, Attn: Leighann Wood, 50 E. Huron St., Chicago, IL 60611

<table>
<thead>
<tr>
<th>Company Name:</th>
<th>Company Contact:</th>
<th>Company Address:</th>
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City: __________________________ State: __________________________ ZIP: __________________________

Phone: __________________________ Email: __________________________

**Sponsorship Level** (select one):
- [ ] Sustaining $5,000
- [ ] Advocate $2,500
- [ ] Supporter $1,000
- [ ] Contributor $500

**Advertising Sponsor** Views and clicks available after ad run. (select all that apply):
- [ ] rusaupdate.org homepage ad (250w x 250h) for six months. Select time frame below. $1,750
  - [ ] April - September
  - [ ] October - March
- [ ] One-time ad (610w x 190h) in one weekly email to RUSA members $1,250

**Deadlines**

**ANNUAL CONFERENCE EVENTS**
- Reservation due: **April 1**
- Material due: **April 15**

**MIDWINTER MEETING EVENTS**
- Reservation due: **November 15**
- Material due: **December 1**

All ad positions, with the exception of the weekly email, are posted sitewide at rusaupdate.org. Ads are posted for the month of the event that was sponsored. Files should be JPEG or GIF, RGB and no larger than 80k. **Please send files to RUSA Sr. Program Officer Leighann Wood at lwood@ala.org.** Advertisers and their agencies assume liability for the content of their advertisements, including any claims arising therefrom. The association reserves the right to reject any advertisements considered unsuitable according to RUSA policy. Manufacturing charges are non-commissionable. There is no cash discount. A dollar amount different than the listed amounts will be treated as the closest sponsorship level without going over; the remaining will be treated as a donation to RUSA.

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**RUSA**
Reference and User Services Association
A division of the American Library Association