

Williamsburg Lodge
November 3-5, 2021



2021 Sponsorship Opportunities

The perfect way to showcase your company to our membership and conference participants

The Virginia Association of School Librarians (VAASL) has a membership of over 1200 school librarians many of which are district level supervisors with large purchasing budgets and decision makers for the largest school systems throughout Virginia. We anticipate more than 800 will participate in this year's Fall Conference in Williamsburg.

Mix and match any options below to reach your desired sponsorship level. Gold Sponsorship is only \$2000 and gives you the best exposure before, during and after the conference.

\$2000+ Gold: Includes your logo presented Full-Screen during the Opening General Session, conference signage, preferential consideration when booth assignments are made, top billing in the Conference Program, and promotion on the VAASL Website and Conference App.

\$1500-\$1999 Silver: Includes your logo presented Quarter-Screen during the Opening General Session, conference signage, preferential consideration when booth assignments are made, sponsorship recognition in the Conference Program, VAASL Website, and promotion on the Conference App.

\$1000-\$1499 Bronze: Includes conference signage, preferential consideration when booth assignments are made and sponsorship recognition on the VAASL Website, Conference Program, and Conference App.

ALL OFFICIAL EVENT SPONSORS WILL HAVE THE OPPORTUNITY FOR A BRIEF INTRODUCTION AT THE EVENT THEY SPONSOR.

Thursday General Session w/Jaime Donally	Official Sponsor \$2000
Friday General Session w/Rodney Robinson	Official Sponsor \$2000
Thursday Author/Illustrator Lunch w/Laura Murray & Mike Lowery	Official Sponsor \$2000
Friday Author Lunch w/Dhonielle Clayton	Official Sponsor \$2000
President's Breakfast Reception & Exhibit Hall Grand Opening	Official Sponsor \$2000 Joint Sponsor \$1000

Fixer to Fabulous Reception – Wednesday evening	Official Sponsor \$1500 Joint Sponsor \$750
First Timers' Reception – Wednesday evening	Official Sponsor \$1500 Joint Sponsor \$750
Sweet Snacks with the Vendors – Thursday afternoon	Official Sponsor \$1500 Joint Sponsor \$750
Conference Internet – Your organization name on all Wi-Fi password signs	Official Sponsor \$2000 Joint Sponsor \$1000
Conference App – Your organization will be recognized as the sponsor throughout the App	Official Sponsor \$1000 Joint Sponsor \$500
Social Media Promotion Package - We will promote your business on our official Facebook page and Twitter account. Please provide copy.	\$300
Full Page Ad in the Conference Program	\$300
Half Page Ad in the Conference Program	\$150
Quarter Page Ad in the Conference Program	\$75
In-Kind Donations	Contact us with approximate value

Choose from multiple categories for the best exposure.

Sponsorships can be reserved and paid for via the online Exhibitor Registration form at the time you reserve your booth(s).

Contact Jessica Landon at JLLandon@fcps.edu or 703-718-2531 with any questions.