Core

LEADERSHIP
INFRASTRUCTURE
FUTURES

Core FORUM

NOVEMBER 12–14, 2025 | DENVER, COLORADO

2025 Sponsorship Guide

Core is a division of the American Library Association

WHY CORE?

Core delivers mentoring, learning, networking, and leadership opportunities across library types and experience levels. We support each other through collective challenges by building and sustaining a more equitable and accessible future, one Core member at a time.

ADVOCACY & ISSUES

- Archiving
- Cataloging and metadata
- Library leadership
- Library technology
- Preservation and conservation
- Technical services

CORE MEMBER GROUPS

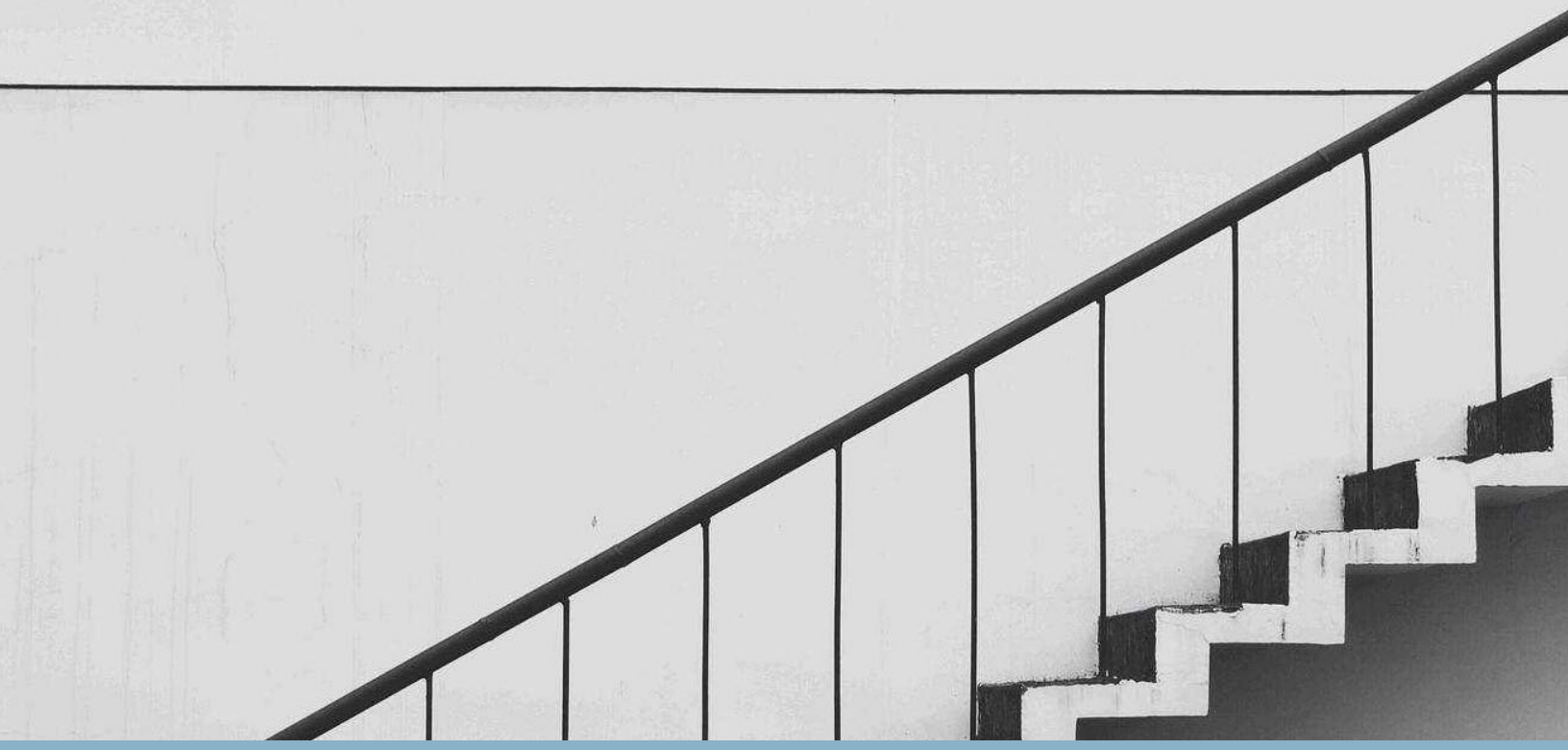
Our member groups include 6 Sections, 46 Interest Groups and 68 Committees.

- Access and Equity Section
- Continuing Resources Cataloging
- Committee eBooks Interest Group
- Emerging Technology Trends Committee
- Library Interiors, Furnishings, Equipment Cmt
- Library Leaders & Managers Interest Group
- Preservation Outreach Committee
- Securities in Libraries Committee

OUR MISSION

Core: Leadership, Infrastructure, Futures is the national association that advances the profession of librarians and information providers in central roles of buildings & operations, leadership & management, metadata & collections, and technology.

Core members play a central role in every library, shaping the future of the profession by striking a balance between maintenance and innovation, process and progress, collaborating and leading. Our members serve in every level of responsibility for the implementation and maintenance of core services, from the practitioners who keep things running day-to-day to the innovators going in new directions to those making funding decisions, as well as the library school students who will shape the future.



MEDIA REACH

325 subscribers

675 followers

635 followers

11K views/wk

BLOG

6K visits/mth

MEMBERSHIP PROFILE

OVER 4,000

Current Membership

For and by members, Core delivers mentoring, learning, networking, and leadership opportunities across library types and experience levels. We support each other through collective challenges by building and sustaining a more equitable and accessible future, one Core member at a time.

TOP MEMBER POSITIONS

LIBRARY LEADERSHIP	DEPARTMENT /BRANCH LEADERSHIP	LIBRARIAN OR FACULTY
23%	16%	13%

CORE SECTIONS & MEMBER COUNTS

Access & Equity: 30%

Buildings & Operations: 21%

Leadership & Management: 51%

Metadata & Collections: 45%

Preservation: 11%

Technology: 39%

LIBRARY TYPE

Majority are Academic and Public Libraries

MEMBER REACH

US: 95%

Canada: 3%

International: 2%

SPONSORSHIP OPPORTUNITIES

WEBINAR SPONSOR – $500

Core presents 3-5 webinars each month. See the Core website for upcoming webinars and select one to sponsor. Over 2,000 members & non-members participated in Core Webinars last year! Topics included:

- Equity, Diversity, and Inclusion in Metadata and Cataloging
- Reviewing New Visions for Collection Development
- The New and Official RDA Toolkit: A Practical Approach
- Trends in Library Design

***Benefits Include:**

- Acknowledgement on marketing and social media
- Logo on webinar slide
- Listing on Core Sponsors Web page

WEB COURSE SPONSOR – $3,500

Core offers a suite of Fundamentals of... web courses that are repeated several times throughout the year. Over 900 members and non-members participated last year! See the Core website for course descriptions.

- Fund. of Electronic Resources Acquisitions
- Fund. of Institutional Repositories
- Fund. of Management
- Fund. of Metadata
- Fund. of Preservation
- Fund. of Universal Design for Learning
- Fund. of Electronic Resources Acquisitions
- Fund. of Institutional Repositories
- Fund. of Management
- Fund. of Metadata
- Fund. of Preservation
- Fund. of Universal Design for Learning

Benefits Include:

- Logo prominently dispayed on course site all year long
- Acknowledgement on marketing, course site and social media
- Listing on Core Sponsors Page on the Core website

CORE JOURNALS SPONSOR – $6,000

Sponsor one of the quarterly published Core Journals all year long.

Information Technology and Libraries (ITAL) publishes original material related to all aspects of information technology in all types of libraries. Topic areas include, but are not limited to, library automation, digital libraries, metadata, identity management, distributed systems and networks, computer security, intellectual property rights, technical standards, geographic information systems, desktop applications, information discovery tools, web-scale library services, cloud computing, digital preservation, data curation, virtualization, search-engine optimization, emerging technologies, social networking, open data, the semantic web, mobile services and applications, usability, universal access to technology, library consortia, vendor relations, and digital humanities.

Library Leadership & Management (LL&M) focuses on assisting library administrators and managers at all levels as they deal with day-to-day challenges. In-depth articles address a wide variety of management issues and highlight examples of successful management methods used in libraries. Features include interviews with prominent practitioners in libraries and related fields, and columns with practical advice on managing libraries.

Library Resources & Technical Services (LRTS) is a peer-reviewed journal that takes a critical approach to the questions and challenges facing librarians and scholarly communication, preservation (including digitization), acquisitions (including licensing and economic aspects of acquisitions), continuing resources, cataloging (including descriptive metadata, authority control, subject analysis, and classification). LRTS publishes both research papers and thoughtful explorations of operational issues that have value and implications for other libraries.

Benefits Include:

- Logo on Journal's Home Page
- Acknowledgement on marketing and social media
- Listing on Core Sponsors Page on the Core website

Core Forum 2025

The Core Forum is a 3-day in-person event that brings together decision-makers and practitioners from the ALA division that focuses on:

- Access & Equity
- Buildings & Operations
- Leadership & Management
- Metadata & Collections
- Preservation
- Technology

Our program tracks and discussions are structured around these six topics, particularly the ways in which they integrate together.

Areas that used to be separate and siloed now complement each other to explore and collaborate in all the areas where these topics overlap.

QUICK FACTS

- Expected to attract more than 450 library professionals from the U.S. and Canada.
- Will be held in Denver on November 12-14, 2025.
- Library services & technology vendors, service providers, and open source projects are welcome to attend.
- Vendor staff are welcome to submit a conference program proposal in conjunction with staff at customer libraries.

WHO WILL BE THERE?

Core members play a central role in every library, shaping the future of the profession by striking a balance between maintenance and innovation, process and progress, collaborating and leading. Some of the most often cited job titles in our members' profiles are:

- Associate University Librarian
- Public Services Director
- Systems Librarian
- Head of Collections
- Technical Services Librarian
- Cataloging and Metadata Librarian

What do these folks have in common? They are all working to build and maintain the best spaces and services for their communities and staffs. They come to Forum to share information, learn from each other, and go back to their organization with actionable ideas they won't find anywhere else.

By supporting the Forum, you can help make connections and partnerships happen. If you attend, you can be part of the conversation and talk directly with library service and technology leaders to help them enhance their libraries and improve their communities.

We welcome your support! Sponsorship opportunities are listed below; to discuss sponsoring the Core Forum, please contact Julie Reese, Core Executive Director at jreese@ala.org or 312-280-5030.

Core Forum Sponsor

Don't just sponsor Forum - be a part of it!

DIAMOND SPONSOR ($11,000, 1 available)

- Sponsorship and prominent logo on signage during the following:
  - Forum Welcome Reception on Wednesday, November 12
  - Poster Sessions
- Opportunity to provide branded lanyards for attendee badges
- One 60-minute sponsored program
- Logo on Core Forum tote bag for attendees
- 4 conference registrations
- Exhibitor tabletop display
- Opt-in attendee mailing list for one-time email after event
- Attendee list prior to event with name and library
- Prominent listing with linked large-size logo on the Forum website
- Acknowledgement on event marketing, the program and on social media
- Acknowledgement and logo on conference wrap-up email to attendees
- Prominent logo on event signage
- Podium acknowledgements

PLATINUM SPONSOR ($8,000, 1 available)

- Sponsorship and prominent logo on signage during the following:
  - Keynote/General Session on Thursday
  - Keynote /General Session on Friday
- One 60-minute sponsored program
- Logo on Core Forum tote bag for attendees
- 3 conference registrations
- Exhibitor tabletop display
- Opt-in attendee mailing list for one-time email after event
- Attendee list prior to event with name and library
- Prominent listing with linked large-size logo on the Forum website
- Acknowledgement on event marketing, the program and on social media
- Acknowledgement and logo on conference wrap-up email to attendees
- Prominent logo on event signage
- Podium acknowledgements

Core Forum Sponsor continued

GOLD SPONSOR ($6,000, 3 available)

- Sponsorship and prominent logo on signage at break stations on one of the following event days:
  - Wednesday
  - Thursday
  - Friday
- Opportunity to provide branded napkins or coffee sleeves on sponsored day
- Logo on Core Forum tote bag for attendees
- 2 conference registrations
- Exhibitor tabletop display
- Attendee list prior to event with name and library
- Prominent listing with linked large-size logo on the Forum website
- Acknowledgement on event marketing, the program and on social media
- Prominent logo on event signage
- Podium Acknowledgements

SILVER SPONSOR ($4,000, 6 available)

- Sponsorship and prominent logo on signage for Wifi login credentials or AV on one of the following event days:
  - Wednesday
  - Thursday
  - Friday
- Logo on cover of Core Forum attendee notepads
- Logo on Core Forum tote bag for attendees
- Attendee list prior to event with name and library
- 2 conference registrations
- Exhibitor tabletop display
- Prominent listing with medium-size logo on the Forum website
- Acknowledgement on event marketing, the program and on social media
- Prominent logo on event signage
- Podium Acknowledgements

Core Forum Sponsor continued

BRONZE SPONSOR ($3,000, 5 available)

- Sponsorship and logo on signage for preconference/tours on Wednesday
- 2 conference registrations
- Exhibitor tabletop display
- Listing with medium-size logo on the Forum website
- Acknowledgement on program and on social media
- Logo on event signage
- Podium acknowledgements

LIBRARY SUPPORTER ($2,500, limited number available)

*Available only to libraries

- Up to 8 conference registrations
- Exhibitor tabletop display
- Listing with medium-size logo on Forum website
- Acknowledgement on the program and on social media

EXHIBITOR ($1,000, limited number available)

This is an opportunity to display your brand at a tabletop display and engage directly with 450+ attendees during the three-day Forum. You have the option of providing a physical item, online item, or service to give to attendees. This is a great way to promote your organization or product and give the gift of awesome. Deadline to to register as an Exhibitor is August 30.

- Exhibitor tabletop display
- 1 conference registration
- Logo on Forum website as an exhibitor
- Acknowledgement on social media

2025 Core Events Sponsor

Fueling Innovation, Inspiring Change: Your Partnership Powers Our Vision

Interest Group Week is a virtual event that happens the first full week of March each year. It consists of 30 discussions and programs over 5 days, all free and open to everyone. Each session lasts one hour. Over 2,800 Core members and non-members attended last year's event.

Join Core for the 2025 ALA Annual Conference & Exhibition June 26-30, 2025 in Philadelphia for the following programming.

- President's Program
- Core 101
- 6 Preconferences & Tours
- 30 Programs
- Interest Group Discussions
- Committee Meetings
- Core Five Year Anniversary Gala

Core 5 Year Anniversary Gala at the ALA Annual Conference

Did you know Core was established September 1, 2020? Come celebrate this ALA Division's creation during the 2025 ALA Annual Conference at the Free Library Philadelphia! Festivities start **Sunday, June 29th** and run 7 pm – 9 pm. More details to come.

Sponsor a Table at the Gala:

- Leadership Half Table (5 Seats) = $1,000
- Infrastructure Half Table (5 Seats) = $1,750

Benefits Include:

- Podium Acknowledgment
- Logo on Core Sponsors Page on the Core Web Site
- Acknowledgement on marketing, the program, and social media

DIAMOND SPONSOR – $14,000

- Core Events at the 2025 ALA Annual Conference, including:
  - Core President's Program - keynote speaker fees
  - Core Gala - Sponsored table with 10 seats (value: $950)
  - All 30 Core Programs

- Core Interest Group Week held March 3-7, 2025, including:
  - 30 Virtual Sessions presented by Core Section Interest Groups
  - 30 hours of presentation content over 5 days
  - 2,800 members & non-members
  - Free to all attendees

Benefits Include:

- Prominent logo on program slides
- Acknowledgement on marketing, the program, and social media
- Prominent listing on Core Sponsors Page on the Core website
- Acknowledgement and logo on event wrap-up email to attendees
- Podium acknowledgements

PLATINUM SPONSOR – $9,000

- Core Events at the 2025 ALA Annual Conference, including:
  - Core Gala - Sponsored table with 10 seats (value: $950)
  - All 30 Core Programs
  - Core 101 Coffee
  - Core's Library Buildings Tour Preconferences

Benefits Include:

- Prominent logo on program slides
- Acknowledgement on marketing, the program, and social media
- Prominent listing on Listing on Core Sponsors Page on the Core website
- Acknowledgement and logo on event wrap-up email to attendees
- Podium acknowledgements

2025 Core Events Sponsor

GOLD SPONSOR – $5,000

Core Section Sponsor

Choose one of the following Core Sections to sponsor in 2025:

Access & Equity	Buildings & Operations	Leadership & Management
Metadata & Collections	Preservation	Technology

Sponsorship includes all Section-related content in 2025 (excluding Core Forum):

- Section Hosted Content at 2025 ALA Annual Conference
- Section Hosted Webinars
- Section Hosted Interest Groups Events

Benefits Include:

- Logo on event slides
- Acknowledgement on promotional material
- Listing Core Sponsors Page on the Core website
- Acknowledgement on attendee event wrap-up email
- Core Gala - Sponsored half table with 5 seats (value: $475)
- Podium acknowledgements

SILVER SPONSOR - $2,500

Core Preconference Sponsor at the 2025 ALA Annual Conference

Benefits Include:

- Logo on event slides
- Acknowledgement on promotional material
- Listing Core Sponsors Page on the Core website
- Acknowledgement on event wrap-up email to attendees
- Core Gala - Sponsored half table with 5 seats (value: $475)
- Podium acknowledgements

ADDITIONAL OPPORTUNITIES

AWARDS & SCHOLARSHIPS

Sponsor a 2025 Core Award or Scholarship such as:

- Career LIFT Award (early or mid-career level) - $2,000
- Forum Scholarship - $1,500

See the Core website for a full list of awards and scholarships.

Benefits Include:

- Acknowledgement on marketing, the program, and social media
- Listing on Core Sponsors Page on the Core website
- Podium acknowledgements at Awards event at ALA Annual Conference or Core Forum

PRESERVATION WEEK

Preservation Week takes place April 27 - May 3, 2025. Core will host several free webinars during that week. Preservation Week inspires action to preserve your collections. We believe that memories and treasures should last a lifetime and beyond, and that these physical and digital materials support both community and cultural identities. Focusing on preservation for a designated week every year raises awareness of the role libraries and other cultural institutions play in preservation, by sharing information to help make informed decisions that help your collections last for the future.

Sustainer - $3000+

Benefits Include:

- A custom testimonial about your organization to share on your social media
- Acknowledgement and distribution of business collateral at Preservation in Action event
- Acknowledgement at Preservation Week table during the 2025 Core Forum
- Link on social media post during Preservation in Action event
- Acknowledgement during Preservation Administrators Interest Group meeting
- Acknowledgement on Preservation Week landing page
- Thank you and acknowledgement on Preservation in Action event posting
- Link on social media post during Preservation Week
- Thank you and logo on Preservation Week webinars
- Logo on the Preservation Week sponsors webpage for one (1) year

PRESERVATION WEEK

Advocate - $2,000-$2,999

Benefits Include:

- Link on social media post during Preservation in Action event
- Acknowledgement during Preservation Administrators Interest Group meeting
- Acknowledgement on Preservation Week landing page
- Thank you and acknowledgement on Preservation in Action event posting
- Link on social media post during Preservation Week
- Thank you and logo on Preservation Week webinars
- Logo on the Preservation Week sponsors webpage for one (1) year

Supporter - $1,000-$1,999

Benefits Include:

- Thank you and acknowledgement on Preservation in Action event posting
- Link on social media post during Preservation Week
- Thank you and logo on Preservation Week webinars
- Logo on the Preservation Week sponsors webpage for one (1) year

Promoter - $500-$999

Benefits Include:

- Link on social media post during Preservation Week
- Thank you and logo on Preservation Week webinars
- Logo on the Preservation Week sponsors webpage for one (1) year

Contributor - $250

Benefits Include:

- Logo on the Preservation Week sponsors webpage for one (1) year

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