2024 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, and Equipment Committee
- Library Leaders & Managers Interest Group
- Preservation Outreach 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.
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.

MEMBERS POSITIONS

<table>
<thead>
<tr>
<th>Library Leadership</th>
<th>Department/Branch Leadership</th>
<th>Librarian or Faculty</th>
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<tr>
<td>23%</td>
<td>16%</td>
<td>13%</td>
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CORE SECTIONS & MEMBER COUNTS

Access & Equity: 24%
Buildings & Operations: 16%
Leadership & Management: 47%
Metadata & Collections: 42%
Technology: 34%
Preservation: Our newest section that just started in September!

LIBRARY TYPE

Majority are Academic and Public Libraries

MEMBER REACH

US: 95%
Canada: 3%
International: 2%

ALA.org/Core
Core offers numerous online learning opportunities to meet your needs. Scheduled throughout the year, Core's variety of events range from 1 hour webinars to 2-day moderated email discussions to 4 and 6-week instructor-led courses to in-person lecture style learning at Core Forum and ALA Annual Conference. Enhance your skills, get practical how-to-information, and stay up-to-date on trends with our professional development presented by experts from the field. Popular topics include: Acquisitions, Cataloging/RDA, Data Assessment, DEI, Institutional Repository, and Management.

Subscribe here to get Core updates in your inbox
CORE JOURNALS

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.
CORE EVENTS IN 2024

Interest Group Week
Interest Group Week 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.

Preservation 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.

Core @ ALA Annual Conference
Join Core for the 2024 ALA Annual Conference & Exhibition June 27-July 2, 2024 in San Diego, California for the following programming.
- President's Program
- 6 Preconferences & Tours
- Core Happy Hour
- 30 Programs
- Interest Group Discussions
- Committee Meetings
Core Forum 2024

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 400 library professionals from the U.S. and Canada.
- Will be held in Minneapolis on November 14-16, 2024.
- 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 SPONSORS

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

DIAMOND SPONSOR ($10,000, 1 available)

- Sponsorship and prominent logo on signage during the following:
  - Forum Welcome Reception on Thursday, November 14
  - Poster Sessions
- Opportunity to provide branded lanyards for attendee badges
- One 60-minute sponsored program
- Logo on Core Forum t-shirt 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 ($7,500, 2 available)

- Sponsorship and prominent logo on signage during the following:
  - General Session on Friday or Saturday
  - Networking Reception on Friday
- One 60-minute sponsored program
- Logo on Core Forum t-shirt 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

ALA.org/Core
### GOLD SPONSOR ($5,000, 3 available)

- Sponsorship and prominent logo on signage at break stations on one of the following event days:
  - Thursday
  - Friday
  - Saturday
- Opportunity to provide branded napkins or coffee sleeves on sponsored day
- Logo printed on Core Forum t-shirt 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 ($3,000, 6 available)

- Sponsorship and prominent logo on signage for Wifi login credentials or AV on one of the following event days:
  - Thursday
  - Friday
  - Saturday
- Logo on cover of Core Forum attendee notepads
- Logo printed on the back of the Core Forum t-shirt 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
**BRONZE SPONSOR ($2,000, 5 available)**

- Sponsorship and logo on signage for preconference/tours on Thursday
- 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

**FORUM SUPPORTER ($1,500, limited number available)**

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

**EXHIBITOR ($750, limited number available)**

This is an opportunity to display your brand at a tabletop display and engage directly with 400+ 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 register as an Exhibitor is August 30.

- Exhibitor tabletop display
- 1 conference registration
- Listing with small-size logo on Forum website as an exhibitor
- Acknowledgement on social media
**CORE 2024 EVENTS SPONSORS**

Fueling Innovation, Inspiring Change: Your Partnership Powers Our Vision

**DIAMOND SPONSOR – $12,500**

- Core Events at the 2024 ALA Annual Conference, including:
  - Core President’s Program - keynote speaker fees
  - Core Happy Hour
  - All 30 Core Programs
  - All Interest Group Discussions

- Core Interest Group Week
  - Virtual IG presentations held March 4 – 8, 2024, including:
    - 30 Sessions 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 – $8,000**

- Core Events at the 2024 ALA Annual Conference, including:
  - Core Happy Hour
  - Core 101 Refreshments
  - All 30 Core Programs
  - Core’s Library Buildings Tour

Benefits Include:
- Large-sized logo on program slides
- Acknowledgement on marketing, the program, and social media
- Large listing on Core Sponsors Page on the Core website
- Acknowledgement and logo on event wrap-up email to attendees
- Podium acknowledgements
Core Section Sponsor

Choose one of the following Core Sections to sponsor in 2024:

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

Sponsorship includes all Section-related content in 2024 (excluding Core Forum).

**2024 ALA Annual Conference, including:**
- Section Related Interest Group Discussions
- Section Related Core Programs
- Section Related Preconference

**Core Webinars**
- Section Related Core Webinars

**Core Interest Groups Events**
- Section Related IG Discussions and Events

Benefits Include:
- Medium-sized logo on program slides
- Acknowledgement on marketing, the program, and social media
- Medium-sized listing on Core Sponsors Page on the Core website
- Acknowledgement on event wrap-up email to attendees
- Podium acknowledgements
AWARDS & SCHOLARSHIPS

Sponsor a 2024 Core Award or Scholarship such as:

- **AvramCamp Scholarship** (an unconference for women and non-binary people in library technology) - $1,500
- **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
- Medium-sized listing on Core Sponsors Page on the Core website
- Podium acknowledgements at Awards event

2024 WEB COURSE SPONSOR – $3,500

Select one from the following list of Fundamentals of... course topics offered 4 to 5 times a year:

- Acquisitions
- Cataloging
- Collection Assessment
- Collection Development and Management
- Digital Library Projects
- Electronic Resources Acquisitions
- Institutional Repositories (coming soon)
- Management
- Metadata
- Preservation
- Universal Design for Learning

See the Core website for full course descriptions.

*Over 900 members and non-members participated in our courses last year!*  

Benefits Include:

- Acknowledgement on marketing, the program, and social media
- Small-sized listing on Core Sponsors Page on the Core website
- Acknowledgement on conference wrap-up email to attendees
- Podium acknowledgements
ADDITIONAL OPPORTUNITIES

2024 OPEN ACCESS JOURNALS SPONSOR – $6,000

Sponsor one of the following Core Journals all year long:

*Core Journals are published quarterly.

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

2024 SINGLE WEBINAR SPONSOR – $500

Some popular 2023 webinar titles include:
- Equity, Diversity, and Inclusion in Metadata and Cataloging
- Reviewing New Visions for Collection Development
- Servant Leadership Principles Applied Practically
- The New and Official RDA Toolkit: A Practical Approach
- Trends in Library Design
- Visualizing & Assessing Library Data

*See the Core website for a list of upcoming webinars.*

*Over 2,000 members and non-members participated in Core Webinars last year!*

Benefits Include:
- Acknowledgement on marketing, the program, and social media
- Logo on program slides
- Small-sized listing on Core Sponsors Page on the Core website
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 2024 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
ADDITIONAL OPPORTUNITIES

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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