

ALA 150TH ANNIVERSARY

# CORPORATE GIFT PLANNING GUIDE

FOR OUR  
LIBRARIES.  
FOR 150  
YEARS MORE.

ALA American  
Library  
Association

**The American Library Association (ALA)** was founded in 1876 — the same year the telephone was invented. Our world has evolved digitally and politically, but a certainty remains: libraries continue to be an essential thread in the fabric of the nation, creating spaces to teach, provide essential services, and crucially, to build community no matter one's views or background. As a nonprofit organization, ALA has been a champion for libraries, library workers and you.



New York Public Library WWI book drive. (From the Library War Service photo archive, 1916-1919.)

## **ON THE EVE OF ALA's 150th ANNIVERSARY**

*What if we could seize the moment...and solve some of the most pressing information and literacy challenges facing our nation... finding solutions that simultaneously build community, foster growth, support creativity, combat loneliness, and build resilience?*

With support from the American Library Association, libraries in the United States have experienced expanded opportunities by promoting economic and social mobility, full participation in society, and democracy for 150 years. As we celebrate the founding of ALA, we strive to expand new pathways for members and to ensure libraries and library workers continue our community-building work for the "next" 150 years.

It is impossible to imagine the robust network of American libraries without the extraordinary relationship between the ALA and our corporate business community.

## **FOR OUR LIBRARIES. FOR 150 YEARS MORE. The 150th Anniversary Campaign for ALA**

**We invite our longtime corporate supporters as well as those new to the library ecosystem to consider ways you can help celebrate this milestone through a gift to ALA.**

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# GETTING STARTED

## 3 WAYS TO MAKE AN IMPACT WITH CORPORATE GIVING

The American Library Association Corporate Giving Guide provides options for you to align your company with a premier cultural and educational organization that garners international acclaim.

In honor of ALA's 150th Anniversary, we are offering three-ways to make an impact with Corporate Giving. We invite you to explore giving options that **align your gift with your company's goals** and ALA's mission central needs.

### CORPORATE SPONSORSHIP

Select from high-visibility ALA 150th commemorative program and event sponsorships, offered at multiple price points. Corporate sponsorship provides visibility, accessibility, and engagement.

### CORPORATE DONATIONS

Make a one-time tax-deductible donation of any amount over \$2,500, with special recognition and perks aligned with your funding level.

**Corporate Donations are eligible for a 1:1 matching gift** of up to \$10,000 made possible through the Steve and Loree Potash 150th Challenge.

### EMPLOYEE GIVING DIRECTED TO ALA

Consider designating ALA as one of this year's sponsored initiatives for employee charitable support through your Employee Giving and Matching Gift Programs.

*See pages 16-18 of this guide for details about perks available with each level of giving.*

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# CORPORATE SPONSORSHIPS

**Sponsorship with ALA offers visibility, accessibility and engagement.** Your contribution to ALA is an investment in building a shared sense of community, generating national economic impact, inspiring creativity, building resilience, and so much more!

## VISIBILITY

As a Corporate Sponsor, your company will gain targeted outreach to hundreds of thousands of library workers and library lovers annually. Sponsorship will be recognized at the ALA Annual Conference and across various ALA digital communications (e.g., on our websites and social platforms, as well as various ALA publications throughout the year).

## ACCESSIBILITY

Corporate Sponsors join a philanthropic community that provides financial support to a socially responsive organization that helps solve some of the most pressing information and literacy challenges facing our nation. With a national network of libraries and library workers, we assure that everyone is welcome to access a world of discovery at the library.

## ENGAGEMENT

As we celebrate the founding of ALA, we open new pathways for members and partners to ensure that libraries and library workers continue our vital community-building work for the “next” 150 years.

*Digital recognition begins shortly after your commitment, and in-person recognition will be offered throughout the ALA 2026 Annual Conference.*

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# CORPORATE SPONSORSHIPS

## INTERACTIVE TIMELINE 150 YEARS OF ALA

**\$25,000** (One opportunity)

**\$10,000** (Four opportunities)

Sponsor an engaging, **interactive timeline** that will be featured on a special 150th Anniversary Commemoration website. Online visitors, including the general public, will immerse themselves in the storied history of U.S. libraries and ALA. An in-person exhibit featuring selected artifacts, photos and dysphoria will be on display at the Annual Conference taking place in Chicago June 2026.

Please see pages 16-18 for a detailed description of corporate benefits and brand exposure opportunities available with your sponsorship level.



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# CORPORATE SPONSORSHIPS

## 150TH ANNIVERSARY CELEBRATION

Celebrate with us at this once every 150-years in-person event. The celebration party will be held during the ALA 2026 Annual Conference in a no-conflict timeslot from 5:30 p.m. to 7:30 p.m. on Saturday, June 27 at the Marriott Marquis Chicago Hotel. The Marriott Marquis Chicago Hotel is adjacent to McCormick Place and overlooks the Chicago skyline. More than 1,000 participants are expected to attend the celebration which will feature nationally recognized talent. In addition, guests will enjoy a substantial selection of hors d'oeuvres and cash bars in a festive atmosphere.

**ALA**   
**Annual**  
Conference & Exhibition

**CHICAGO**  
JUNE 25-29, 2026

**150TH CELEBRATION**  
6/27/2026 | MARRIOTT MARQUIS CHICAGO

- \$25,000 Exclusive Presenting Sponsor (1-opportunity)
- \$10,000 Commemorative Favor Sponsors (2-opportunities)
- \$10,000 Hosting Sponsor (5-opportunities)
- \$ 7,500 360 Photo Booth Sponsor (1-opportunity)
- \$ 7,500 Chill Lounge Sponsor (1-opportunity)
- \$ 5,000 Hydration Station Sponsors (4-opportunities)

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## 150TH ANNIVERSARY CELEBRATION EXCLUSIVE PRESENTING SPONSOR

**\$25,000** (One opportunity)

Your company will be the **EXCLUSIVE** Presenting Sponsor for the 150th Anniversary Celebration at the ALA 2026 Annual Conference.

- Dedicated press release announcing your company as the **EXCLUSIVE** Presenting Sponsor
- Access to the ALA Annual Conference Attendee Mailing List for two separate emails after the Conference
- A live link on the ALA 150th Anniversary Commemorative website
- Prime sponsorship recognition placement online and in print



Please see pages 16-18 for a detailed description of corporate benefits and brand exposure opportunities available with your sponsorship level.

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# CORPORATE SPONSORSHIPS



## 150TH ANNIVERSARY CELEBRATION COMMEMORATIVE FAVOR SPONSORS

**\$10,000** (Two opportunities)

Become one of two special Commemorative Favor Sponsors at the 150th Anniversary Celebration event at the ALA 2026 Annual Conference, with an opportunity to provide a party favor to Celebration guests which features your business name and logo alongside the ALA logo.

- Enjoy the opportunity to provide a special keepsake with your business name and logo alongside the ALA logo for all of our Celebration guests. A minimum of 1100 party favors must be provided at the expense of the Commemorative Favor Sponsor.



Please see pages 16-18 for a detailed description of corporate benefits and brand exposure opportunities available with your sponsorship level.

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## **150TH ANNIVERSARY CELEBRATION HOSTING SPONSORS**

**\$10,000 (Five opportunities)**

As one of five Hosting Sponsors of the 150th Anniversary Celebration event at the ALA 2026 Annual Conference, you will enjoy a special status as an integral collaborator of our milestone event.

Celebrating this special moment with ALA offers an exclusive opportunity to boost your brand visibility and connect directly with a highly engaged audience of more than 14,000 library professional attendees. This opportunity is about more than logo placement — it's about creating authentic, on-site experiences that will build lasting brand loyalty for our shared mission and values.

ALA will highlight your sponsorship as an integral supporter and in turn, we encourage you to promote the event on your social media channels to gain even broader exposure and recognition.

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## 150TH ANNIVERSARY CELEBRATION 360 PHOTO BOOTH SPONSOR

**\$7,500** (One opportunity)

Become the exclusive 360 Photo Booth Sponsors at the 150th Anniversary Celebration event at the ALA 2026 Annual Conference. The high-tech photo booth drives engagement and amps up the festivities.

- Your business will enjoy logo/name recognition alongside the ALA logo on every commemorative photo taken in the booth!
- All benefits associated with your 150th Anniversary giving level.



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# CORPORATE SPONSORSHIPS



## 150TH ANNIVERSARY CELEBRATION "CHILL LOUNGE" SPONSOR

**\$7,500 (One opportunity)**

Become the exclusive "Chill Lounge" sponsor at the 150th Anniversary Celebration Event at the ALA 2026 Annual Conference. The "Chill Lounge" offers a welcome respite during the Celebration festivities. Just steps away from the action, this welcoming relaxation corner, with your company branding, will offer guests a moment to recharge with their friends.

- Your business will enjoy logo/name recognition alongside the ALA logo on prominent signage advertising the "Chill Lounge" location in the event venue!
- All benefits associated with your 150th Anniversary giving level.



Please see pages 16-18 for a detailed description of corporate benefits and brand exposure opportunities available with your sponsorship level.

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# CORPORATE SPONSORSHIPS



## 150TH ANNIVERSARY CELEBRATION HYDRATION STATION SPONSOR

**\$5,000** (Four opportunities)

Although cash bars will be available during the 150th Anniversary Celebration festivities at the 2026 ALA Annual Conference, everyone enjoys complimentary water, lemonade and iced tea. These branded Hydration Stations will feature prominently in the venue for guests to stop by and quench their thirst.

- Your business will enjoy logo/name recognition alongside the ALA logo at the Hydration Station location!



Please see pages 16-18 for a detailed description of corporate benefits and brand exposure opportunities available with your sponsorship level.

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# CORPORATE DONATIONS

We invite our corporate family to honor ALA's 150th Anniversary with a gift to fuel our impactful work. **It will be our honor to accept donations of any size. Donations of \$2,500 or more will be recognized as received on the ALA commemorative website with in-person recognition offered at ALA's 2026 Annual Conference.**

We encourage you to align your donation with one of our five action areas or ALA's longstanding 21st Century Fund. **The Steve and Loree Potash Family Foundation are offering a 1:1 match for gifts up to \$10,000 through the Steve and Loree Potash 150th Challenge.** This is a special opportunity to make your one-time gift worth twice as much!

*As with Sponsorships, digital recognition begins upon your commitment, and in-person recognition will be offered throughout the ALA 2026 Annual Conference, including a flourish at the 150th Celebration Event.*

## CONTRIBUTION LEVELS

Founder	\$50,000 or more
Patron	\$20,000
Visionary	\$10,000
Trailblazer	\$5,000
Storyteller	\$2,500

## THE FIVE ACTION AREAS

Advancing the Library Profession  
Advocacy for Libraries  
Equitable Access to Information  
Intellectual Freedom  
Literacy of All Kinds

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# CORPORATE DONATIONS

## 150TH ANNIVERSARY CAMPAIGN ACTION AREAS SUPPORT ONE OR MORE

### ADVANCING THE LIBRARY PROFESSION

ALA serves as a vital connector and advocate for the library profession, unifying academic, public, school, government and special libraries under a powerful network to address national issues and support local communities. ALA is the catalyst for the profession, advancing library practices and learning, continuously examining methods, tools and processes, and asking: how do we do this better?

### ADVOCACY FOR LIBRARIES

ALA's advocacy on behalf of libraries and the communities they serve has a profound impact on societal advancement via library services, information access, and digital inclusion nationally. ALA is a persistent and tenacious presence serving as the voice of libraries in Washington, DC, and advocating for libraries — large and small — at the national level. ALA's presence is foundational to landmark pieces of federal legislation for libraries — providing critical funding for innovation and technology access.

### EQUITABLE ACCESS TO INFORMATION

Libraries empower communities by providing access to knowledge. ALA supports libraries in their core mission: to ensure equitable access to information, to protect intellectual freedom, and to give people the tools and skills to make effective use of that information. Despite the vast amount of information available today the digital divide, economic hardship, and systemic and geographic barriers leave millions in the United States without the information they need. A lack of access to information means students fall behind, economic and health disparities widen, and voters' voices go unheard.

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# CORPORATE DONATIONS

## INTELLECTUAL FREEDOM

Libraries in the United States have a long history of protecting the freedom to read, challenging censorship, and guarding privacy. Since 2021 domestic censorship attempts have risen to previously undocumented levels, with groups attacking not only library materials and services, but also library workers and public trust in U.S. libraries and schools.

## LITERACY OF ALL KINDS

Libraries unlock literacy. Library workers inspire millions to read and teach essential digital skills. They also teach people — from students to seniors — to navigate health, financial, and other information critically. As work and school become ever more digitalized, with AI more prominent, we will need both foundation and advanced literacy skills. Libraries have been a pillar of literacy for the past 150 years, and they stand ready to bolster literacy for the next 150 years.



## THE STEVE AND LOREE POTASH 150TH CHALLENGE

Through a generous \$500,000 grant from the Steve and Loree Potash Family Foundation, corporate donors can access a 1:1 match for your gifts up to \$10,000, essentially doubling your impact. The match is available until the \$500,000 is depleted. Many individual donors have accessed the match thus far. Steve Potash is the founder, President, and CEO of OverDrive. His wife, Loree is an academic librarian, practiced law, and alongside Steve and their family, serves as a trustee of The Steve and Loree Potash Family Foundation. If you would like to benefit from the 150th Challenge match, please indicate so when you make your donation.

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# CORPORATE EMPLOYEE GIVING

**Does your company offer its team members opportunities to support causes and organizations aligned with your values and priorities?**

ALA has been the fortunate recipient of employee donations in recent years, often matched by employers. In some cases, the donation exceeds a 1:1 match. These employee gifts are exceptionally meaningful to ALA as they demonstrate a commitment to our work, a willingness to share personal resources, and a sense of pride in the impact libraries have throughout the United States.

We encourage you to consider employee sponsored gifts (and a match if you are so inclined!) to honor ALA's 150th Anniversary.



*As with our other corporate giving opportunities, it will be our honor to recognize your company, acknowledging your generous team, digitally and in-person at ALA's 2026 Annual Conference.*

**THANK YOU** for all you do with and for libraries. Your generosity helps shape a brighter future for all.

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# CORPORATE RECOGNITION

150TH ANNIVERSARY	Founder	Patron	Visionary	Trailblazer	Storyteller
<b>SPONSORSHIP and CORPORATE DONATION - BRAND RECOGNITION</b>	<b>\$50,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
Dedicated Press Release					
Opt-in Attendee Mailing List for two (2) emails after ALA 2026 Annual Conference					
Clickable link on the ALA 150th Commemorative website and increased social media attention					
Conference recognition and thanks by the MC at the Main Stage for Opening and Closing General Sessions at ALA 2026 Annual Conf.					
Logo prominently featured alongside ALA logo					
ALA 2026 Annual Conference "Main Stage" pre-event slide show recognition before/after keynote speakers					
Reserved High-top tables at the "150th Anniversary Celebration" at ALA 2026 Annual Conf.	4	2	1		
Entry Tickets to Exclusive 150th Anniversary "After-Party" at the Marriott Marquis Chicago	6	4	2	1	
Perks associated with special Sponsorship funding opportunities					
Acknowledgement of contribution across ALA communications for a full year					
ALA 2026 Annual Conference "150th Anniversary Celebration" slide show recognition before/after keynote speakers					
Signage displaying sponsor level at your booth					
Entry Tickets to the "150th Anniversary Celebration" event at ALA 2026 Annual Conf.	20	12	8	4	2
ALA 2026 Annual Conference Guide Recognition (digital & mobile)					
Ribbons designating sponsor status at ALA 2026 Annual Conference					

*\*For tax purposes, please note we must acknowledge the face value of Celebration Event and After Party tickets.*

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# CORPORATE BRAND EXPOSURE

## AMERICAN LIBRARY ASSOCIATION REACH

### WEBSITES

- The [ALA.org](https://www.ala.org) website averaged almost 1.2 million monthly visitors in the last year.
- The [ILoveLibraries.org](https://www.ilovelibraries.org) website averages 30,000 monthly visitors and will have a redirect to the 150th Anniversary Commemoration site.
- The ALA 150th Anniversary [ALA150.org](https://www.ala150.org) website anticipates similar views to the ALA website.

### NEWSLETTER SUBSCRIBERS

- I Love Libraries: 9,747 and growing

### HOW I LIBRARY PODCAST

- 27,919 listens across three platforms
- 1138 followers

### SOCIAL MEDIA

- ALA and I Love Libraries social media channels averaged more than 3.6 million impressions per month in the last year, with more than 275,000 engagements per month

### SOCIAL MEDIA ACCOUNTS

#### Instagram

@americanlibraryassociation  
163K followers

#### Facebook

@AmericanLibraryAssociation  
270K followers

#### Bluesky

@amlibraryassoc.bsky.social  
29.9K followers

#### Threads

@americanlibraryassociation  
53.6K followers

#### TikTok

@americanlibraryassoc  
11.5K followers

#### LinkedIn

@american-library-association  
146K followers

#### I Love Libraries Facebook

@ILoveLibraries  
127.7K followers

#### Instagram

@ilovelibrariesala  
3,150 followers

#### Bluesky

@ilovelibraries.bsky.social  
851 followers

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# CORPORATE BRAND EXPOSURE

150TH ANNIVERSARY	Founder	Patron	Visionary	Trailblazer	Storyteller
<b>SPONSORSHIP and CORPORATE DONATION - BRAND EXPOSURE</b>	<b>\$50,000</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>
Dedicated Press Release					
Dedicated Social Media acknowledgements through all ALA Social Media channels - coordinated with Sponsor to maximize reach, with a link to your website					
ALA.org homepage acknowledgement as a Founding Sponsor of the 150th Anniversary, with a link to your website					
(4) Social Media acknowledgements through all ALA Social Media channels - coordinated with Sponsor to maximize reach					
Special recognition and thank you in American Libraries ad placement (print & digital)					
(4) Shared Social Media acknowledgements through all ALA Social Media channels - coordinated with Sponsor to maximize reach					
Listing on the 150th Anniversary Commemoration Sponsorship page by Giving Level with a link to your website					
Listed recognition and thank you in ALA member email blasts before and after ALA Chicago Conference, with a link to the 150th Anniversary Commemoration site Sponsor page					
llovelibraries.org redirects to the 150th Anniversary Commemoration Sponsor page					
Listing on the 150th Anniversary Commemoration Sponsorship page by Giving Level					

*\*Brand Exposure perks will be combined with Corporate Recognition benefits listed on page 16*

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## ALA Contacts:

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*The Chicago Cultural Center, formerly the Chicago Public Library (1897-1991), and home to the American Library Association from 1909 until 1924.*

## OTHER WAYS TO ENGAGE

*There are many ways to engage with ALA. We would like to highlight two:*

### LIBRARY CHAMPIONS PROGRAM

Consider becoming a member of ALA's long standing Library Champion's program. ALA's Library Champions are well known to ALA members and beloved for their steadfast support of libraries and librarians. Please contact Anne Manly at [amanly@ala.org](mailto:amanly@ala.org) for more details.

### CORPORATE MEMBERSHIP

ALA Corporate Membership connects you with leading buyers and decision-makers across the library world. ALA Corporate Membership will maximize your visibility as a valuable supporter of libraries, librarians, and all library staff. You will connect directly with library professionals at a member-to-member level and work with the community to ensure that the best library services are available to all. For more: <https://www.ala.org/membership/corporate-membership>.

# FOR OUR LIBRARIES. FOR 150 YEARS MORE.

The 150th Anniversary Campaign for ALA

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**800.545.2433**  
**[www.ala.org](http://www.ala.org)**

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