



# ONTARIO LIBRARY ASSOCIATION

allow us to introduce ourselves

## WHO WE ARE

Founded in 1900, the Ontario Library Association (OLA) is the oldest continually operating library association in Canada. OLA is a centre of excellence for the library and information sector, with nearly 5,000 members who work and support public, school, academic and special libraries.

## WHAT WE DO

We provide the chance for library staff and supporters to share experience and expertise while creating innovative solutions in a constantly changing environment. We offer opportunities for learning, networking, recognizing, influencing and celebrating within the library world.

## OUR VISION & MISSION

We **envision** all Ontarians free to imagine, learn, discover, recognize and celebrate library and information services as an essential resource for realizing individual aspirations and developing communities." It is our **mission** to enable our members to: advocate the democratic right of all individuals in Ontario to have free and equitable access to information; research and develop innovative programs and services to meet the challenges of change in the delivery and use of information; and deliver exemplary library and information services throughout Ontario.



# OUR MEMBERS

one association, six divisions, 5,000 members

Our membership consists of library staff and supporters in school libraries, academic (college and university) libraries, public libraries, public library boards and francophone library professionals. They are experienced, retired, new to the field, or students. They are also library lovers, literacy lovers and library advocates.

TRUSTEES AND REGENTS **Technicians** Recent grads  
ILLUSTRATORS *Protectors of culture* Friends of Libraries **LIBRARY**  
**READERS** Producers **LIBRARIANS** **SUPPLIERS**  
Front line staff **NEW GRADS** Publishers **DIRECTORS**  
SCHOOL ADMINISTRATORS subject specialists **Authors**  
Teacher Librarians Information brokers  
**FRANCOPHONE** RETIRED LIBRARY PROFESSIONALS

# OUR MEMBERS

one association, six divisions, 5,000 members

OLA Associate Members may receive additional perks as a sponsor!

## A BREAKDOWN OF OLA'S DIVISIONS

- L'Association des bibliothèques de l'Ontario-Franco (ABO-FRANCO)
- Ontario College & University Library Association (OCULA)
- Ontario School Library Association (OSLA)
- Ontario Library and Information Technology Association (OLITA)
- Ontario Library Boards' Association (OLBA)
- Ontario Public Library Association (OPLA)



 1,600 fans

 1,000 followers

 4,800 followers

 33,000 views

and over 45,000 website visits to the OLA homepage! (2014)

# THE OPPORTUNITY

your chance to make a difference, your chance to be recognized

This is your opportunity to make a difference in an ever changing, ever expanding industry.

Libraries offer equal access to the frontier of technology: 3D printers, green screens, ereaders, makerspaces, social media, and more. They purchase, impact and shape exposure to popular technology.

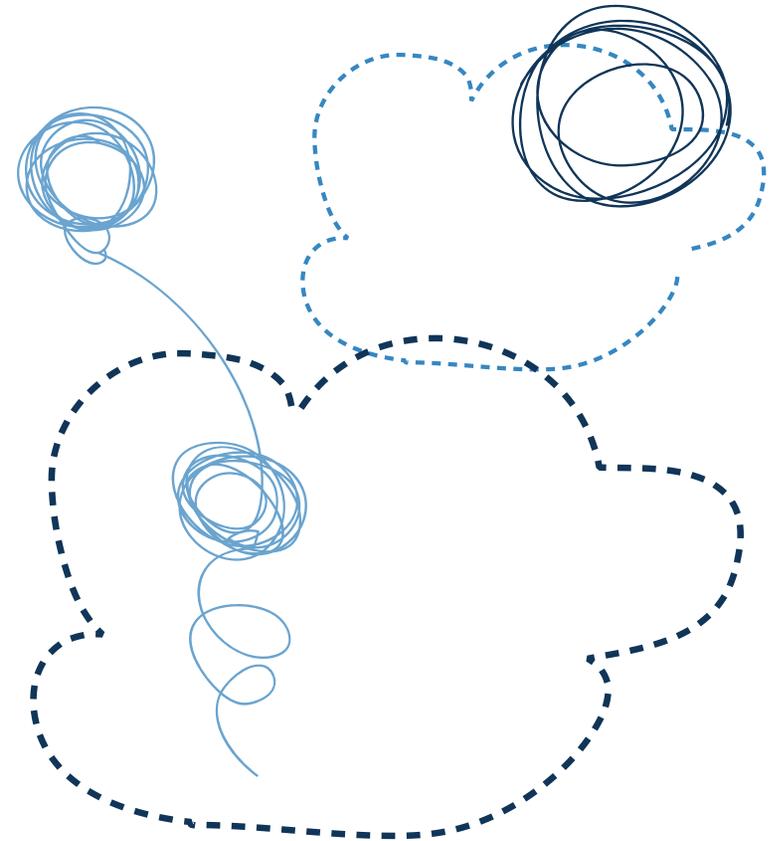
Library staff answer over **25 million questions** annually.

In one year, 360 million visits to libraries were made by community members and students.

More Canadians visit libraries than take part in golf, hockey, baseball, and swimming combined.

Libraries offer programming for immigrants, resume writing, small businesses, families, babies, teens, seniors, book lovers and much more.

They are a community hub, a safe haven, an information bank...





# OUR SIGNATURE EVENTS

## OLA SUPER CONFERENCE

### CANADA'S LARGEST LIBRARY & INFORMATION EVENT

With 5,000 persons in attendance, OLA's Super Conference is Canada's largest continuing education event in librarianship. Within the four-day Super Conference event is the country's largest library tradeshow. The Super Conference plays host to some of the country's and the world's leading speakers. Over the years, our guests have included Chris Hadfield, Jane Pratt, Steven Page, George Strombouloupoulos, Corinne Hill, Michael Wesch, Justin Trudeau, Roméo Dallaire, Glen Murray, Stephen Lewis, Craig Kielburger, Adrienne Clarkson and David Suzuki.



#### CONFERENCE HIGHLIGHTS:

- Trended nationally on Twitter twice (2015)
- 500+ expert Speakers
- 150+ author signings
- 270 workshop sessions and events
- 40+ school boards represented, plus independent schools
- 230 EXPO booths



CONTACT JEFFERSON GILBERT (JGILBERT@GAPPOINTREACH.COM) FOR MORE INFORMATION.

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# OUR SIGNATURE EVENTS

OUR largest events drawing on the nation's most talented professionals

## FESTIVAL OF TREES™

### A ROCK CONCERT OF READING

The Festival of Trees is the annual celebration of the Forest of Reading™ that brings together young readers, authors, illustrators, teachers, library staff and parents. It is the largest children's literature festival in Canada and attracts attendees from dozens of school boards, public libraries and communities around Ontario. Due to demand, the Festival will be expanding into a three day event (with one day focusing exclusively on French-Canadian authors).

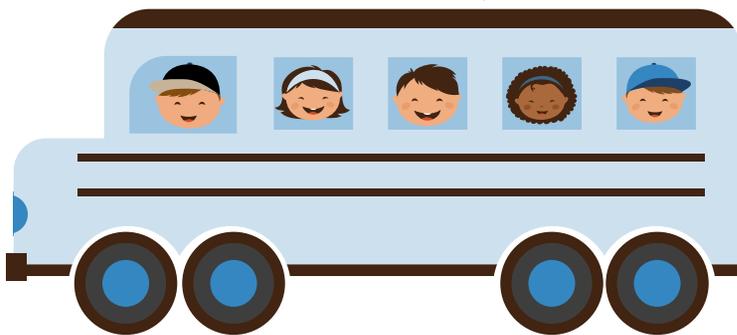
81 authors +  
illustrators attended

8,200+ tickets  
purchased

49 free workshops  
for students

2,000 teachers, library  
staff, parents,  
administrators

+ 100 decision-  
makers from the  
publishing sector



AS SEEN ON:  

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# OUR SIGNATURE EVENTS

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## ANNUAL INSTITUTE ON THE LIBRARY AS PLACE

### ARCHITECTURE & DESIGN

Community leaders, architects, designers, city planners and library professionals converge for a two-day conference dedicated to the library as a place. Tours of newly built or refreshed libraries, as well as keynotes from nationally known organizations, have turned the Institute into a highly captivating, sold out event. The Institute is the only conference of its kind in Canada.



SHOP ONLINE. ANYWHERE, ANYTIME.

The Library Marketplace was created with the goal of providing specialized educational resources for the Canadian library world. Practicing library staff, students and board members can visit the online store to access professional development materials and educational picture books. The store also promotes a love of reading and libraries through merchandise, which includes: literary-themed textiles (clothing, tote bags, etc.), games, posters, bookmarks and other unique gift items.



INTERESTED IN PROMOTING YOUR PRODUCT AT THE LIBRARY MARKETPLACE? PLEASE EMAIL [ORDERS@ACCESSOLA.COM](mailto:ORDERS@ACCESSOLA.COM)

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# OUR SPECIALIZED EVENTS

think tanks, conferences, expos, webinars, and much more...

RA in  
a Day

## READER'S ADVISORY

Whether it's vampire horror stories or romance scandals, trends in literature are constantly changing. Public library staff remain on the cutting edge of what to read. RA in a Day provides the tools and skills library staff need to match a reader with their new favourite book.

Community  
Led Think  
Tank

## COMMUNITY ENGAGEMENT

The community-led approach to libraries aims to create a library for the people, by the people. This event is a full day of collaborating, networking and learning about this approach to librarianship.

Digital  
Odyssey

## TECHNOLOGY & NETWORKING

Experts in technology gather for a one-day workshop that explores issues related to digital collections and delves into the challenges and opportunities that technology poses for libraries.

Copyright  
Symposium

## POLICY & REGULATION

This event gives library staff a forum where they can discuss issues related to copyright, while also developing copyright policy grounded in existing law and tailored to the culture of each library.

EMAIL [SPONSORSHIP@ACCESSOLA.COM](mailto:SPONSORSHIP@ACCESSOLA.COM) FOR MORE INFORMATION ON SPONSORING A SPECIALIZED EVENT.

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# OUR SPECIALIZED EVENTS

think tanks, conferences, expos, webinars, and much more...



## CHILD & YOUTH SERVICES

Child and youth services librarians dedicate their hours to planning programs (activities, movies, storytime, homework help) and refreshing collections with the latest content. The EXPO focuses on recharging, showcasing, and brainstorming collections and programs for young minds.



## COLLEGE & UNIVERSITY

The Ontario College and University Library Association (OCULA), a division of OLA, holds an annual spring conference, fall conference, and summer dinner. These events bring members together in a social setting to discuss relevant issues and themes in librarianship.

## EDUCATION INSTITUTE

### LEARN ANYWHERE, ANYTIME

Every season, the Education Institute offers dozens of webinars for library information workers and recent graduates. Top presenters from around the world discuss the latest tools and popular trends in technology, library services, human resources, program development, and more. In 2014, the Education Institute welcomed almost 1,300 webinar (site) registrants.



EMAIL [SPONSORSHIP@ACCESSOLA.COM](mailto:SPONSORSHIP@ACCESSOLA.COM) FOR MORE INFORMATION ON SPONSORING A SPECIALIZED EVENT OR WEBINAR.

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# YOUR OPTIONS

**TITLE** \$35 K+    **PLATINUM** \$25 K+    **GOLD** \$15 K+    **SILVER** \$10 K+    **BRONZE** \$5,000 +    **ADVOCATE** \$2,500 +    **PATRON** \$500 +

LOGO PRESENCE							
Display opportunity (i.e. table card)	●	●	●	●	●	●	●
Signature event website	●	●	●	●	●	●	●
Slideshows during event breaks	●	●	●	●	●	●	
Custom event signage	●	●	●	●	●		
OLA website	●	●	●	●	●		
Mobile app	●	●	●	●			
Custom event merchandise (i.e. canvas bags, pens, t-shirts)	●	●					
E-marketing (save the date, event reminder, etc)	●	●	●				
Registration booth signage	●	●					
Registrant name badges	●						
MENTION/PROMOTION							
Event evaluation	●	●	●	●	●	●	●
Bag inserts	●	●	●	●	●		
Exhibitor booth*	●	●	●	●			
Social media (Facebook, LinkedIn, Twitter)	●	●	●	●			
Verbal acknowledgement*	●	●	●				
Webinar promotion/tutorial of product	●	●	●				
Post-event correspondence	●	●					
Media release	●						
PERKS & BENEFITS							
Discount to The Library Marketplace*	●	●	●	●	●		
Free OLA Membership	●	●	●				
Free event registration	●	●	●	●	●	●	●
Free professional development opportunity	●	●	●	●	●	●	●

\*more information is on the following pages. availability of YOUR OPTIONS is dependent on the structure of the event. Contact sponsorship@accessola.com for details.

# SPONSORSHIP LEVELS

your chance to make a difference, your chance to be recognized



## TITLE SPONSOR

from \$35,000 and up

### ABOUT THIS LEVEL:

As Title Sponsor for an OLA event, you are embracing the opportunity to partner with us. Your support for the library community is recognized alongside all event communication.

### HERE'S WHAT YOU RECEIVE:

- **Your logo presence on:** registrant name badges, registration booth signage, custom event merchandise, OLA website, event website, mobile app, slideshows during event breaks, display opportunities (i.e. table cards), and e-marketing materials.
- **Mention of your organization in:** event evaluations, post-event correspondence, social media, verbal acknowledgement (i.e. opening remarks), media release
- **You may also choose to:** include a bag insert in our registration bag, take advantage of a free OLA membership, receive a 25% discount to The Library Marketplace, free event registration, the opportunity to promote your product or service in a webinar alongside a library practitioner, a quad-size EXPO booth and a free professional development opportunity.



## PLATINUM SPONSOR

from \$25,000 and up

### ABOUT THIS LEVEL:

Platinum Sponsors are given the opportunity to enjoy OLA events while also showcasing their product or service to event attendees.

### HERE'S WHAT YOU RECEIVE:

- **Your logo presence on:** registration booth signage, custom event merchandise, OLA website, event website, mobile app, slideshows during event breaks, display opportunities (i.e. table cards), and e-marketing materials.
- **Mention of your organization in:** event evaluations, post-event correspondence, social media, verbal acknowledgement (i.e. opening remarks)
- **You may also choose to:** include a bag insert in our registration bag, take advantage of a free OLA membership, receive a 25% discount to The Library Marketplace, free event registration, the opportunity to promote your product or service in a webinar alongside a library practitioner, a double-size EXPO booth and a free professional development opportunity.

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# SPONSORSHIP LEVELS

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## GOLD SPONSOR

from \$15,000 and up

### ABOUT THIS LEVEL:

Gold Sponsors receive the opportunity to become an integral part of an OLA event, both online and in person.

### HERE'S WHAT YOU RECEIVE:

- **Your logo presence on:** OLA website, event website, mobile app, slideshows during event breaks, display opportunities (i.e. table cards), and e-marketing materials.
- **Mention of your organization in:** event evaluations, social media, verbal acknowledgement (i.e. opening remarks)
- **You may also choose to:** include a bag insert in our registration bag, take advantage of a free OLA membership, receive a 15% discount to The Library Marketplace, free event registration, the opportunity to promote your product or service in a webinar alongside a library practitioner, a double-size EXPO booth and a free professional development opportunity.



## SILVER SPONSOR

from \$10,000 and up

### ABOUT THIS LEVEL:

Silver Sponsors receive several opportunities to represent their brand, product or service at an OLA event. Silver Sponsors also receive various perks from OLA.

### HERE'S WHAT YOU RECEIVE:

- **Your logo presence on:** OLA website, event website, mobile app, slideshows during event breaks, display opportunities (i.e. table cards)
- **Mention of your organization in:** event evaluations, social media
- **You may also choose to:** include a bag insert in our registration bag, take advantage of a free OLA membership, receive a 15% discount to The Library Marketplace, free event registration, a single-size EXPO booth and a free professional development opportunity.



# SPONSORSHIP LEVELS

your chance to make a difference, your chance to be recognized



## BRONZE SPONSOR

from \$5,000 and up

### ABOUT THIS LEVEL:

The Bronze Sponsor category is a perfect way to develop your brand's presence at an OLA event, while also allowing attendees to sample your product.

### HERE'S WHAT YOU RECEIVE:

- **Your logo presence on:** OLA website, event website, slideshows during event breaks, display opportunities (i.e. table cards)
- **Mention of your organization in:** event evaluations
- **You may also choose to:** include a bag insert in our registration bag, take advantage of a free OLA membership, receive a 10% discount to The Library Marketplace, free event registration and a free professional development opportunity.



## ADVOCATE

from \$2,000 and up

### ABOUT THIS LEVEL:

Donors are given the opportunity to enjoy OLA events while also showcasing their product or service to event attendees.

### HERE'S WHAT YOU RECEIVE:

- **Your logo presence on:** event website, slideshows during event breaks, display opportunities (i.e. table cards)
- **Mention of your organization in:** event evaluations  
**You may also choose to:** free event registration and a free professional development opportunity.



# SPONSORSHIP LEVELS

your chance to make a difference, your chance to be recognized



## PATRON

from \$500 and up

### ABOUT THIS LEVEL:

The Patron sponsor is given the opportunity to showcase their brand both online and at an OLA event.

### HERE'S WHAT YOU RECEIVE:

- **Your logo presence on:** event website and slideshows display opportunities (i.e. table cards)
- **Mention of your organization in:** event evaluations
- **You may also choose to:** free event registration and a free professional development opportunity

## INTERESTED IN SPONSORING?

We value your contribution and are grateful that you have considered contributing to the Ontario Library Association. To find out how you can sponsor an OLA event or initiative, contact us:

**PHONE:** 416-363-3388

**EMAIL:** [sponsorship@accessola.com](mailto:sponsorship@accessola.com)

**BY APPOINTMENT:** 2 Toronto Street, 3rd Floor  
Toronto, ON M5C 2B6

Or visit [www.accessola.com/sponsor](http://www.accessola.com/sponsor)  
for more information.

# DONATION OPPORTUNITIES

*remember. recognize. celebrate.*

The library sector is filled with people who shape your career and life. Library staff can help to educate, guide, and enlighten you throughout your personal life, career, and education. Opportunities will be recognized on our website and can be contributed anonymously or designated on behalf of a person or organization.

## With an OLA donation opportunity, you can:

- Remember and celebrate the life of a loved one
- Recognize an important milestone in a colleague's career path
- Show your appreciation to library staff through a bequest
- Make a long-standing contribution to the library sector
- Shape education and career opportunities for library school students
- Help to develop a love of reading in your community and province



OLA WILL PRODUCE A CHARITABLE RECEIPT FOR DONATIONS OVER \$20.

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# DONATION OPPORTUNITIES

The Ontario Library Association is a registered charity. To better meet the needs of our members, OLA has established several scholarships, bursaries and funds that assist our members in their educational and professional pursuits.



LARRY MOORE FUND

*The Larry Moore Fund, named after the former Executive Director of OLA, funds the Larry Moore Challenge, a tri-annual competition to encourage and foster leadership and innovation in librarianship.*

In the last dozen years, the Ontario Library Association has led innovation in Canada by supporting and investing in some of the country's most ambitious projects, including the ground-breaking Ontario Digital Library (subsequently Knowledge Ontario); the digitization and repository activities of OurOntario.ca; and the interactive social space innovations of BiblioCommons, now an international success.



OLA DISCOVERY FUND

*This fund allows libraries to apply for start up money to explore new and innovative ideas in technology, service, building and other ideas that enhance libraries.*

Libraries constantly strive to improve their services and communities in new and innovative ways. As library budgets continue to shrink, opportunities to explore new ideas are at risk of being cut to preserve more essential services. Limiting the ability to improve and explore new ideas would undermine libraries' position to continue to be an important and vital part of our communities.



MARGARET SCOTT RESEARCH SCHOLARSHIP

*Awarded to any school librarian who wishes to do research that would build the data needed to improve and enrich school library programs.*

The Margaret Scott Fund was established to honour a major leader in school library development in the 60s and 70s. Scott influenced several generations of librarians on a national level, and her untimely death came as a huge shock to the community.

# DONATION OPPORTUNITIES

The Ontario Library Association is a registered charity. To better meet the needs of our members, OLA has established several scholarships, bursaries and funds that assist our members in their educational and professional pursuits.

STUDENT ENGAGEMENT



## FESTIVAL FUND

*The Festival Fund supports the expansion of the Festival of Trees into rural and at-risk communities, helps bring First Nation communities to the Toronto Festival, and may also help Canadian authors get to the Festival.*

With award presentations, author/illustrator workshops, games and autographing, the Festival is Canada's largest literary event for young readers and continues to grow each year. The Festival Fund ensures every child and author has the opportunity to celebrate Canadian literature at the Festival of Trees events.



## DR. JANETTE BAKER SCHOLARSHIP

*Awarded to support enrollment at a recognized library and information program by an individual who has been working for a minimum of three years and who is employed outside of the education profession.*

This OLA scholarship fund was established through a bequest of \$50,000 by the late Dr. Janette Baker, an employee in the Faculty of Education at York University.



## MARJORIE FLEMING MENTORING FUND

*Awarded to establish a mentoring project of enduring significance at OLA.*

Lynne Howarth, former dean of the Faculty of Information Studies at the University of Toronto, pledged \$25,000 over five years to the establishment of the OLA Mentoring program. Through the project, Howarth invited donations to the Fund in the name of a person who has been an important mentor and has made Ontario libraries the great institutions they are.

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# NEW LIBRARIAN RESIDENCY AWARD

An initiative of the Ontario College and University Library Association (OCULA), a division of the Ontario Library Association.

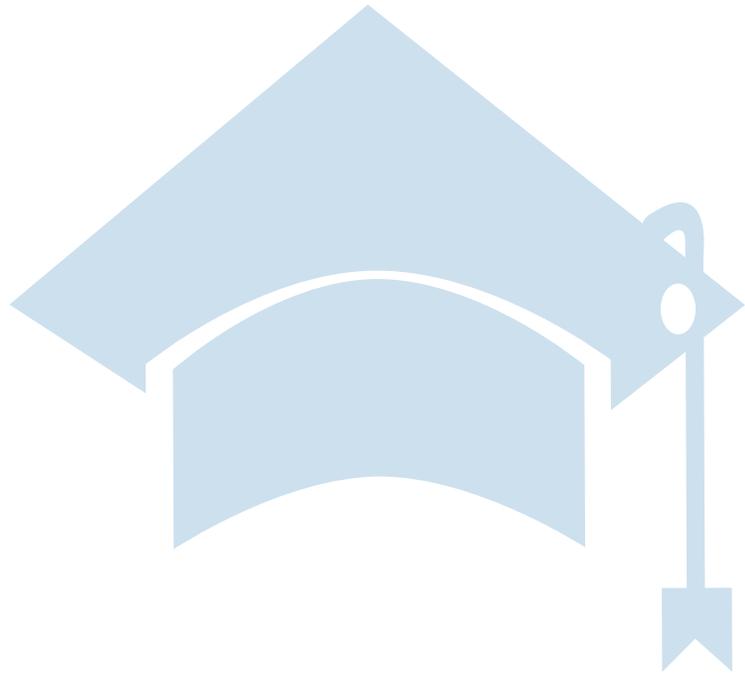
**It's not just a career-starter; it's a life changer.**

The New Librarian Residency Program is the first of its kind in Canada. The program allows an awarded institution to receive \$20,000 toward the funding of a contract position for a new librarian.

The New Librarian Residency Award enhances the recruitment of new librarians in an academic or research environment. Over the course of the program, dozens of recent graduates have applied to residency positions, which included: Student Success Librarian, Social Media Librarian and a User Experience Librarian.

## FOR MORE INFORMATION, CONTACT:

Shelagh Paterson, Executive Director, Ontario Library Association  
[sponsorship@accessola.com](mailto:sponsorship@accessola.com) | 416-363-3388 (ext. 224)



# OLA TRAVEL SUBSIDIES

Whether it's travelling to an educational event, or providing recent grads with exciting career opportunities, OLA is proud to support the professional development of library staff and supporters in Ontario.

## ABOUT THE AWARD:

The OLA Board of Directors established a modest travel fund to ensure members of the association have opportunities to participate in OLA programs despite geographical barriers.

The fund covers travel costs, that would exceed \$500 (when reasonably purchased). Some exceptions may apply and are at the discretion of the OLA board to approve.

## FOR MORE INFORMATION, CONTACT:

Shelagh Paterson, Executive Director, Ontario Library Association  
spaterson@accessola.com | 416-363-3388 (ext. 224)

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# ONTARIO LIBRARY ASSOCIATION

Thank you.

We'd love to hear from you...

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*Member and event data reflect approximations as of June 2015.*