

Marketing Libraries Think Tank 2021

What's Next? 8 Sessions That Will Make You A Better Marketer

Whether marketing and communications are elements in your large set of responsibilities, or your full-time job; whether you run a single-branch library, or a large urban system, this event is for you. Developed by library marketing professionals, for library and marketing professionals, the OLA Marketing Libraries Think Tank is back and you won't want to miss a moment!

Expect an engaging and interactive virtual forum to share best practices, solve common challenges, and build your knowledge and expertise. Join seasoned industry experts and learn from each other as we'll look ahead to discover what's best and what's next.

As always, this year's Marketing Libraries Think Tank consists of a mix of sessions and discussions that are based on current communications trends. Keynote talks, presentations from individual libraries, panel discussions, and topic-specific roundtables are all in the mix.

Sponsorship Opportunities

MAJOR PARTNER \$1,000	SPOTLIGHT PARTNER \$750	KEY PARTNER \$500	SUPPORTER \$350
<p>All the benefits of the Spotlight Partner plus:</p> <ul style="list-style-type: none"> ● 3-minute pre-recorded pitch of your services ● Your logo on all slides ● Acknowledgement during the conference ● 4 event registrations 	<p>All the benefits of the Key Partner plus:</p> <ul style="list-style-type: none"> ● 2 event registrations 	<p>All the benefits of Supporter plus:</p> <ul style="list-style-type: none"> ● 1 event registration ● Promotional PDF 	<ul style="list-style-type: none"> ● Your logo on our registration page with link to your website ● Logo in slide deck ● Virtual gift*

Social Media Recognition

Spotlight Partner - Social media recognition (1 Facebook post and 1 tweet)

Major Partner - Social media recognition (1 Instagram Story, 1 Facebook post and 1 tweet)

* **Virtual Gift:** Here is your chance to offer giveaways, e-galleys and special promotions; hold draws, contests and more. The Virtual Gift button on our registration page links to a webpage developed by your company. Get creative by "handing out" your swag to Marketing Libraries Think Tank participants.

CONTACT INFORMATION:

June Dickenson, Marketing Libraries Think Tank Chair

Manager, Marketing and Communications, Brampton Library

(e) jdickenson@bramptonlibrary.ca

(p) (905) 541-4556