

January 2008

HOW YOU CAN SUPPORT THE THIRD REFORMA NATIONAL CONFERENCE

A Special Invitation

You have an opportunity to support **REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking**, one of the most prestigious, active, and visible national library organizations that promotes the success of Latinos/Chicanos/Hispanics. **Our Third National Conference will be held in El Paso, Texas, from September 18-21, 2008.**

Established in 1971 as an affiliate of the American Library Association (ALA), REFORMA has actively sought to promote the development of library collections to include Spanish-language and Latino oriented materials; the recruitment of more bilingual and bicultural library professionals and support staff; the development of library services and programs that meet the needs of the Latino community; the establishment of a national information and support network among individuals who share our goals; the education of the U.S. Latino population in regards to the availability and types of library services; and lobbying efforts to preserve existing library resource centers serving the interests of Latinos.

In addition to providing support for the conference, consider sending your employees to the conference. Attendees will be provided with a variety opportunities to exchange information and ideas as well as to participate in continuing education programs that will enhance the services provided to libraries in Chicano/Latino/Hispanic communities. As noted by the Reference and User Services Association of ALA, "Provision of library services to Hispanics can prove to be complex: nationality, regional differences, and culture provide myriad combinations for that single community. As an example, there are significant linguistic and cultural differences reflected in the varieties of Spanish spoken by Mexicans, Puerto Ricans, Cubans, and other Hispanic groups." This conference will help users provide strong and critically needed services to support the fastest growing ethnic population in the United States today.

See the attached levels for a variety of methods available to you and/or your organization to support the on-going activities of the Third REFORMA National Conference.

Send your donation, made payable to REFORMA – RNCIII to:

Rhonda Ríos Kravitz, Dean, Learning Resources Division
Sacramento City College
3835 Freeport Boulevard
Sacramento, CA 95822-1386

Or make your payment online: www.reforma.org using the RNCIII donate now function.

If you have specific questions, please contact:

Mario A. Ascencio, Fenwick Library, George Mason University Libraries
4400 University Drive
Fairfax, VA USA 22030-4444
703/933-3720
mascenci@gmu.edu

Muchisimas gracias (many thanks) in advance for your support!



Mario A. Ascencio
President, National REFORMA



An
American
Library
Association
Affiliate

National Association to Promote Library and Information Services to Latinos and the Spanish Speaking

• 1971

REFORMA THIRD NATIONAL CONFERENCE SPONSORSHIP OPPORUNITIES

Please check your desired donation level

[] **EXECUTIVE LEADERSHIP Sponsor: \$10,000**

- Five comp conference registrations
- Three comp room nights at hotel
- Listing as a corporate sponsor for the conference on all materials
- Company collateral pieces in conference registration bag
- Opportunity to place a banner in the registration area
- Listing as a host of the President's Welcome Reception
- Listing as a host of the Awards Banquet Reception
- Listing as a title sponsor for Opening General Session
- Recognition in the Sponsor Section of the Symposium Program
- Link from REFORMA Conference web page to your company web page
- Full page ad in three issues of the REFORMA newsletter
- Special listing on the homepage of the REFORMA website for one year

[] **PRESENTING Sponsor: \$7000**

- Four comp conference registrations
- Two comp room nights at a hotel
- Recognition in the Sponsor Section of the Symposium Program
- Listing as a host of the Awards Banquet Reception
- Listing as a title sponsor for opening general session
- Opportunity to place a banner in the registration area
- Complete listing of conference attendees
- Full page ad in two issues of the REFORMA newsletter
- Company collateral pieces in conference registration bag
- Link from REFORMA Conference web page to your company web page
- Recognition in the Sponsor Section of the Symposium Program

[] **PLATINUM Sponsor: \$5000**

- Three comp conference registrations
- Listing as a title sponsor for opening general session
- Special listing on the homepage of the REFORMA website for one year
- Link from REFORMA Conference web page to your company web page
- Full page ad in one issue of the REFORMA newsletter
- Recognition in the Sponsor Section of the Symposium Program

[] **GOLD Sponsor: \$2500**

- Two comp conference registrations
- Listing as a title sponsor for opening general session
- Special listing on the homepage of the REFORMA website for one year
- Link from REFORMA Conference web page to your company web page
- Recognition in the Sponsor Section of the Symposium Program

[] **SILVER Sponsor: \$1500**

- One comp conference registration
- Half page ad in one issue of the REFORMA newsletter
- Link from REFORMA Conference web page to your company web page
- Recognition in the Sponsor Section of the Symposium Program

- [] **BRONZE Sponsor: \$1000**
 - Quarter page ad in one issue of the REFORMA newsletter
 - Link from REFORMA Conference web page to your company web page
 - Recognition in the Sponsor Section of the Symposium Program

 - [] **TURQUOISE Sponsor: \$500**
 - Link from REFORMA Conference web page to your company web page
 - Recognition in the Sponsor Section of the Symposium Program
-