Chinese Language Teachers Association Sponsorship Guidelines

(Effective January 1st, 2014)

The Chinese Language Teachers Association (CLTA) is a nonpolitical, nonprofit professional organization representing Chinese language teachers of all levels in the United States and beyond.

CLTA is a 501(c)(3) entity as recognized by the Internal Revenue Service. Gifts to CLTA are tax deductible to the extent allowed by law.

CLTA counts on generous gifts from all sides to promote the study of Chinese language and culture in all educational settings through provisions of leadership, scholarship, and services to its members and to all sectors of society.

In general, gifts to CLTA are entitled in two major categories: Gifts for a Named Award (or Prize, Fellowship, or Grant), and Gifts for the CLTA General Fund.

I. Gifts for a Named Award (Prize, Fellowship, or Grant)

A named award (or prize, fellowship or grant) is entitled with an endowment of $50,000 or more. Matching funds, if available, may enhance the endowment. The gift can be made as a one-time donation or a pledge over five years. The named award will last as long as the endowment sustains it. Interest or investment income that the endowment generates will be spent for the award. Any leftover spendable funds for the year will be reinvested and used for the following year. Additional gifts can be made to the endowment at any time.

CLTA representatives will work with the donor to establish terms for the named award to specify its purpose of use and how it is to be administered as well as how the sponsorship will be properly recognized in CLTA events and publications.

The CLTA board reviews proposals of named awards or grants, and maintains the ultimate right and responsibility in respect of the acceptance or refusal of a proposal.

II. CLTA General Fund

The CLTA General Fund is used for the following purposes:

- Organizing professional conferences and workshops;
- Establishing awards or grants to support members' professional development;
- Publishing a scholarly journal (JCLTA) and the Association's newsletter;
- Providing new initiatives, resources, and opportunities to CLTA members for achieving excellence in teaching and research;
- Supporting professional events/activities held by CLTA-affiliated local organizations across the country.

The CLTA General Fund recognizes six levels of sponsorship.

- **Diamond sponsor level: $10,000 or above**[1]

  --Logo recognition on all major CLTA publicity sites and occasions, including official websites, conference and symposium announcements, programs, announcements of all CLTA awards and grants (except for named awards), and slide presentations at the CLTA annual membership meeting, for 5 years;
  -- The naming of a plenary speech, or a roundtable, or a workshop, or a reception (if available) at one annual conference or a symposium;
  -- Participation in the presentation of one CLTA award, as invited by the CLTA Awards Committee;
  -- Free one full page advertisement in 3 issues of CLTA newsletter;
  -- A premium seat at the reception (if available) of three CLTA conferences and symposia;
  -- Wall certificate of appreciation;
  -- One free CLTA associate membership for 5 years;
  -- 5 free promotion announcements on the CLTA mailing list;
  -- One exhibition table in preferred main location at 5 CLTA independently held conferences or symposia.

- **Platinum sponsor level: $5,000-$9,999**

  -- Logo recognition on all major CLTA publicity sites and occasions, including official websites, conference and symposium announcements, programs, announcements of all CLTA awards and grants (except for named awards), and slide presentations at the CLTA annual membership meeting, for 3 years;
  -- Participation in the presentation of one CLTA award, as invited by the CLTA Awards Committee;
  -- Free one full page advertisement in 2 issues of the CLTA newsletter;
  -- A premium seat at the reception (if available) of two CLTA conferences or symposia;
  -- Wall certificate of appreciation;
  -- One free CLTA associate membership for 5 years;
  -- 5 free promotion announcements on the CLTA mailing list;
  -- One exhibition table in preferred main location at 3 CLTA independently held conferences or symposia.

- **Gold sponsor level: $3,000-$4,999**

  -- Logo recognition on all major CLTA publicity sites and occasions, including official websites, conference and symposium announcements, programs, announcements of all CLTA awards and grants (except for named awards), and slide presentations at the CLTA annual membership meeting, for 2 years;

[1] Including $50,000 or more in cases where a donor simply wants to make the donation without the intention to create a new award.

-- Free one full page advertisement in 1 issue of the CLTA newsletter;
-- A premium seat at the reception (if available) of one CLTA symposium or conference;
-- Wall certificate of appreciation;
-- One free CLTA associate membership for 3 years;
-- 3 free promotion announcements on the CLTA mailing list;
-- One exhibition table in preferred main location at 2 CLTA independently held conferences or symposia.

- **Silver sponsor level: $1,000-2,999**

-- Logo recognition on all major CLTA publicity sites and occasions, including official websites, conference and symposium announcements, programs, announcements of all CLTA awards and grants (except for named awards), and slide presentations at the CLTA annual membership meeting, for 1 year;
-- Free one full page advertisement in 1 issue of the CLTA newsletter;
-- A premium seat at the reception (if available) of one CLTA symposium or conference;
-- Wall certificate of appreciation;
-- One free CLTA associate membership for 1 year;
-- 1 free promotion announcement on the CLTA mailing list;
-- One exhibition table in preferred main location at 1 CLTA independently held conference or symposium.

- **Bronze sponsor level: $500-999**

-- Logo recognition on all major CLTA publicity sites and occasions, including official websites, conference and symposium announcements, programs, announcements of all CLTA awards and grants (except for named awards), and slide presentations at the CLTA annual membership meeting, for 1 year;
-- Wall certificate of appreciation;
-- One free CLTA associate membership for 1 year;
-- 1 free promotion announcement on the CLTA mailing list.

- **Friend donation: $50-499**

-- Name recognition on all major CLTA publicity sites and occasions, including official websites, conference and symposium announcements, programs, and slide presentations at the CLTA annual membership meeting, for 1 year.

Table 1. Summary of General Fund Sponsorship Levels

	Diamond: $10,000+	**Platinum: $5,000-$9,999**	**Gold: $3,000-$4,999**	**Silver: $1,000-2,999**	**Bronze: $500-999**	**Friend: $50-499**
Recognition at official sites and venues	Logo, 5 years	Logo, 3 years	Logo, 2 years	Logo, 1 year	Logo, 1 year	Name, 1 year
Presenting a CLTA award	1 time	1 time	N/A	N/A	N/A	N/A
Free one full page advertisement	3 issues	2 issues	1 issue	1 issue	N/A	N/A
A premium seat at CLTA receptions at conferences	3 times	2 times	1 time	1 time	N/A	N/A
Wall certificate	Yes	Yes	Yes	Yes	Yes	N/A
Free CLTA membership	5 years	5 years	3 years	1 year	1 year	N/A
Free promotional announcement	5 times	5 times	3 times	1 time	1 time	N/A
One exhibition table	5 times	3 times	2 times	1 time	N/A	N/A

CLTA Sponsorships are not considered confirmed until payment is received.

The above guidelines are to take effect on January 1, 2014. CLTA's prizes, grants, and awards existing in 2013 and before remain unchanged until the term of a named prize/grant/award ends as specified in its agreement. If there is not a prevailing agreement, the terms of the existing named prize/grant/award end on December 31, 2014, and CLTA representative(s) will discuss with the relevant sponsor about future possibilities in keeping with the guidelines.

For more information about sponsoring CLTA, please contact the CLTA Executive Director at the headquarters:

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