

## External Partners Committee

### **Background:**

CALL/ACBD relies on sponsorships provided by our commercial partners to support the work of the Association. Financial support and advertising opportunities are needed for the following activities:

- conference sponsorship
- conference exhibitors
- advertising in Canadian Law Library Review
- Vendor Demo Webinars
- E-Newsletter advertising
- website advertising
- support for awards (such as Eunice Beeson and others)
- support for New Law Librarians' Institute

While National Office has the primary responsibility for finalizing contracts with our commercial partners for all endeavours, volunteer CALL/ACBD members have played a primary role in soliciting sponsorships for these initiatives.

Historically, requests for sponsorship dollars have come from a variety of CALL/ACBD groups and volunteer members, soliciting funds from the same vendors at different times throughout the year. With this in mind, the CALL/ACBD Board, on the advice of National Office, has determined that a more effective, holistic approach should be taken, association-wide.

Accordingly, the Board, hereby creates the new CALL/ACBD External Partners Committee.

### **Committee Membership:**

- The Board Liaison to this Committee will be the Secretary
- National Office Representative
- Canadian Law Library Review Advertising Representative
- Conference Planning Committee Sponsorships and Exhibits Representative
- 2 CALL/ACBD volunteer members (one to be assigned to assist with vendor demos)



CANADIAN ASSOCIATION  
OF LAW LIBRARIES  
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DES BIBLIOTHÈQUES DE DROIT

*Developing and Supporting Legal Information Specialists  
Perfectionnement et soutien des spécialistes de l'information juridique*

- Website Committee Representative

## **Resources:**

Education Committee (Webinar Committee)

## **Mandate:**

The mandate of the External Partners Committee is to facilitate the work of National Office in soliciting external sponsorships through the following activities:

1. To work with National Office to prepare, once per annum, an External Partners Prospectus.

Audience: Current, previous and new commercial partners. The standard CALL/ACBD Vendor list shall be used as a template for mail-outs.

Content: All CALL/ACBD sponsorship - related opportunities as noted in the introduction above.

2. To review and revise, once per annum, the vendor mailing list.
3. To identify new commercial partners and to forward these to National Office to pursue;
4. To propose new sponsorship opportunities for review by the Board.
5. To assist National Office with organizing vendor demo webinars.
6. To oversee an Our Partners webpage on the CALL/ACBD website