

Sponsorship Guidelines
Chinese Language Teachers Association, USA
(Effective January 1st, 2016)

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 the Chinese language and culture in all educational settings to provide leadership, scholarship, and services to its members and to all sectors of society.

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

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

CLTA representatives will work with the donor to establish terms for the named award to specify its purpose 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 and maintains the ultimate right and responsibility to accept or refuse a proposal. A named award (including prize, fellowship, or grant) can be established and supported with either a perpetual endowment or a non-perpetual endowment.

Perpetual Endowment (\$50,000 or more) for a Named Award

A named award (including prize, fellowship, or grant) is established 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. Only the interest or investment income that the endowment generates from the previous calendar year 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.

Non-perpetual Endowment (\$15,000–\$49,999) for a Named Award

A named award (including prize, fellowship or grant) is established with a gift in the amount of \$15,000–\$49,999. The gift shall be made as a one-time donation, while additional gifts can be made at any time. The term length of the award shall be determined based on the agreement between CLTA and the donor and shall be set up at the time the award is established. The donor can specify the term as a fixed period (e.g., 10 years), in which case the endowment in the fund shall be depleted within the specified period as awards to support its cause. The donor can also specify that the endowment shall be used for the agreed-upon fixed-year period, but can go beyond the period until it is used up. Each year a minimum of \$1,500 shall be used

for the award. Interest or investment income that the endowment generates will also be spent for the award. Any leftover spendable funds for the year will be reinvested and used for the following year.

II. CLTA General Fund

The CLTA General Fund is the fund designated for donations less than \$15,000 or for any donation greater than \$15,000 for which the donor does not wish to establish a named award. 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 the Association's scholarly journals and 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 above¹

- Logo recognition for five years on all major CLTA publicity sites and occasions, including official websites, conference and symposium announcements, programs, announcements of all CLTA awards (except for named awards), and slide presentations at the CLTA annual membership meeting;
- 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 three 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 five years;
- Five free promotion announcements on the CLTA mailing list;

Platinum sponsor level: \$5,000–\$9,999

- Logo recognition for three years 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;

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.

- Participation in the presentation of one CLTA award, as invited by the CLTA Awards Committee;
- Free one full-page advertisement in two 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 five years;
- Five free promotion announcements on the CLTA mailing list.

Gold sponsor level: \$3,000–\$4,999

- Logo recognition for two years 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;
- Free one full-page advertisement in one 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 three years;
- Three free promotion announcements on the CLTA mailing list.

Silver sponsor level: \$1,000–2,999

- Logo recognition for one year 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;
- Free one full-page advertisement in one 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 one year;
- One free promotion announcement on the CLTA mailing list.

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 one year;
- Wall certificate of appreciation;
- One free CLTA associate membership for one year;
- One 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 one year.

The above description is summarized in Table 1 below:

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

CLTA Sponsorships are not considered confirmed until payment is received.

The above guidelines are to take effect on January 1, 2016. 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, 2016, 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 (see <http://clta-us.org/> for the updated contact info).

Note: The Sponsorship Guidelines were revised in January 2016 based on the decision made at the 2015 board meeting. The major revision was to add **“Non-Perpetual Endowment (\$15,000-\$49,999) for a Named Award”** to the document.