




**TBU
LIBRARY**

QUERIES?

PLEASE DON'T HESITATE
TO CONTACT US


Promotion, PR and Cooperation

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Library Director

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KNIHOVNA.UTB.CZ

TBU Library is the largest specialized library in the Zlín region. Serving not only nearly 12,000 university students and employees, but also 700 readers from the professional community. The library is open six days a week and in 2017 recorded more than 148,000 visits.

The collection includes around 133,000 books, two hundred titles of printed newspapers and magazines along with all electronic theses of our university students. One hundred scientific databases consisting of thousands of articles, prestigious scientific journals and e-books are available via TBU Library. We also provide a large range of training and consulting, enable interlibrary loan services from other libraries in the Czech Republic and abroad, offer a wide variety of other services.



TOMAS BATA UNIVERSITY IN ZLÍN, LIBRARY

PARTNERSHIP COOPERATION OFFER



Become a partner of a significant university library.

Affect through sponsoring thousands students and university employees.

 **Tomas Bata University in Zlín
Library**

WHAT COOPERATION BRINGS FOR YOU?

1. Marketing package depending on the amount provided
2. VIP reader's card and access to all resources and services of the library
3. Professionally tailored courses
4. Renting library space for your own event or training



PARTNER OF A LIBRARY

Become a partner of a library and participate this way on acquisition of the resources and facilities, thereby support the educational potential of the whole region. A partnership with the library brings you a unique opportunity to approach target groups of young people. Investment in the education is investment in the future.

Our offer is flexible and promotion is tailored to your needs. We are not afraid to implement your ideas for unconventional forms of promotion. A company that provides to the library products or services in the form of barter may also become a partner of the library.

- Name of the donor will be linked with TBU Library for a period of one year
- Placement of your own promotional materials in the library according to your wish
- Sponsor's logo and acknowledgment on the main information screen in the library
- Use of an advertising banner with a link to chosen websites on the screens of library's PC
- Promotion through library social media
- Advertising in a library magazine – placement of PR article or advertisements
- Possibility of renting library space for your own event or presentation
- The possibility of special training

Specific benefits depend on the amount provided to the library (the minimum amount is CZK 5 000).



CALL NUMBER ADOPTION

By adopting a call number you donate funds for acquisition of resources in a field of your choice. You can sponsor a branch of your business and target specific groups of students – maybe your future employees and clients.

- Labelling acquired books with the partner's logo
- Partner's name and a QR code linking to their website directly on the shelf of a chosen call number
- Possibility of distribution of printed promotional materials
- Partner's logo and acknowledgment placed on the main information screen in the library
- Promotion through library social media
- Additional benefits tailored to individual needs depending on the amount donated