

# Call Number

# ADOPTION

Tomas Bata University in Zlín  
Library



Tomas Bata University Library offers a new sponsorship programme: call number adoption. Become a partner of a significant university library serving not only 13,000 university students and employees, but also the community of the Zlín region.

By adopting a call number you donate for acquisition of resources in a field of your choice. For instance, you can sponsor a field in your industry or secure resources for a field you like.

Reach out to thousands of students through adoption, invest into their education.

# How and why you should adopt a call number

**contact: Mgr. Irena Jánská, [janska@k.utb.cz](mailto:janska@k.utb.cz)**



If you're interested in adopting a call number, just contact us and choose a field you want to sponsor.

As a part of the sponsorship programme, we offer our partners the following benefits:

- labeling acquired books with the partner's logo
- partner's name and a QR code linking to his website directly on the shelf of chosen call number
- partner's logo placed on the main infoscreen in the library
- possibility of advertising on the library bulletin board, placement of flyers
- advertising via the library photoblog (we also share posts on library's Facebook a Twitter)
- 1x VIP library card