



# Apply to Win \$1,000 for Your Library

## Upstart

RECOGNIZES LIBRARIES WHO HAVE IMPLEMENTED CREATIVE MARKETING PROJECTS AND/OR PROMOTIONS THAT ENHANCE THEIR VISIBILITY. IT IS CALLED THE UPSTART INNOVATIVE PROGRAMMING AWARD

### THE RULES:

- Texas libraries of any size or type are eligible.
- Two awards are available, one for school libraries and the second for all other library types (i.e., public, academic, special).



Application forms and more information are available online at <http://www.txla.org/Upstart>

Apply by  
**February 15, 2016**

- Applicants may apply for only one of the awards.
- The program must have been in existence for a minimum of one year by the application deadline (**February 2016**) and should have been initiated no more than three years ago (**February 2013**).
- A library may apply as often as desired but may not submit an application for a previous Highsmith or Upstart Award winning program.
- Deadline: Materials must be received by midnight **February 15, 2016** either by e-mail or mail. E-mail is preferred.

Questions?  
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