

2020

SPONSOR PROSPECTUS



ABOUT THE ARC

The Arc Oregon is an affiliated chapter of The Arc, the nation's oldest and largest organization for people with intellectual and developmental disabilities (I/DD). For 65 years, The Arc Oregon has advocated with and for people who experience I/DD and their families, and offered innovative programs, services, and training. Our vision is a world in which every person has the opportunity and support they need to become a valued, contributing member of their community.

Through our statewide network, which includes 9 local chapter affiliates, we connect with thousands of Oregonians who experience I/DD, their families, and others who support them. Each of our chapters provides unique supports and services in their local communities, while The Arc Oregon offers statewide programs designed to support people with I/DD and other disabilities to achieve their personal goals and dreams.

Our collective voice provides the opportunity for all of us to make a difference. We work with our partners in public and private sectors to promote and protect the human rights of people with I/DD, and actively support their full inclusion and participation in their community throughout the lifespan.

WHY SPONSOR?

Self-advocates, families, volunteers, board members, professionals, and others come to The Arc Oregon's events to learn about new ideas, resources, and opportunities to enhance the lives of people with I/DD.

Our sponsorship options allow you to market to our network – including decision makers, influencers, and direct purchasers - throughout the year and/or interact in-person at our annual convention.

You can raise awareness about your company and share important resources with our members and other constituents throughout Oregon.

Grow your business amongst The Arc Oregon's large network by letting us help you put together a sponsorship package that fits in your budget and offers the best opportunity to reach your target audience.

Need more information? Visit our website @ TheArcOregon.org or contact us at (503) 581-2726 or info@thearcoregon.org.



SPONSORSHIP OPTIONS

Annual Convention

The Arc Oregon State Convention is an annual event for members of The Arc from throughout Oregon - including people with disabilities, friends, families, chapter leaders, and professionals in the disability community. We come together to participate in a wide range of educational and networking opportunities, hear inspiring stories of success, and gain the strength and motivation we need to continue our fight for another year.

The convention offers learning opportunities designed specifically for people with disabilities, family members, professionals, and chapter leaders, covering a wide range of disability related topics.

Your support of this event as a **sponsor, exhibitor, or advertiser** will contribute to lower registration fees and scholarships for conference attendees, while raising your company's profile in the disability community.

Educational & Informational Events

Throughout the year we offer many free and low-cost opportunities for people to learn about a variety of subjects related to supporting a person with I/DD. We help people with I/DD learn how to advocate for themselves and their needs. We help family members and disability professionals understand how to respectfully support a person with a disability to reach their goals and dreams. We help interested community members to learn about the importance and benefits of full community inclusion for people with disabilities.

You can support the ongoing education of people with disabilities, family members, and professionals, by sponsoring an in-person training event, webinar, or a series of in-person or online events.

Community Film Festival

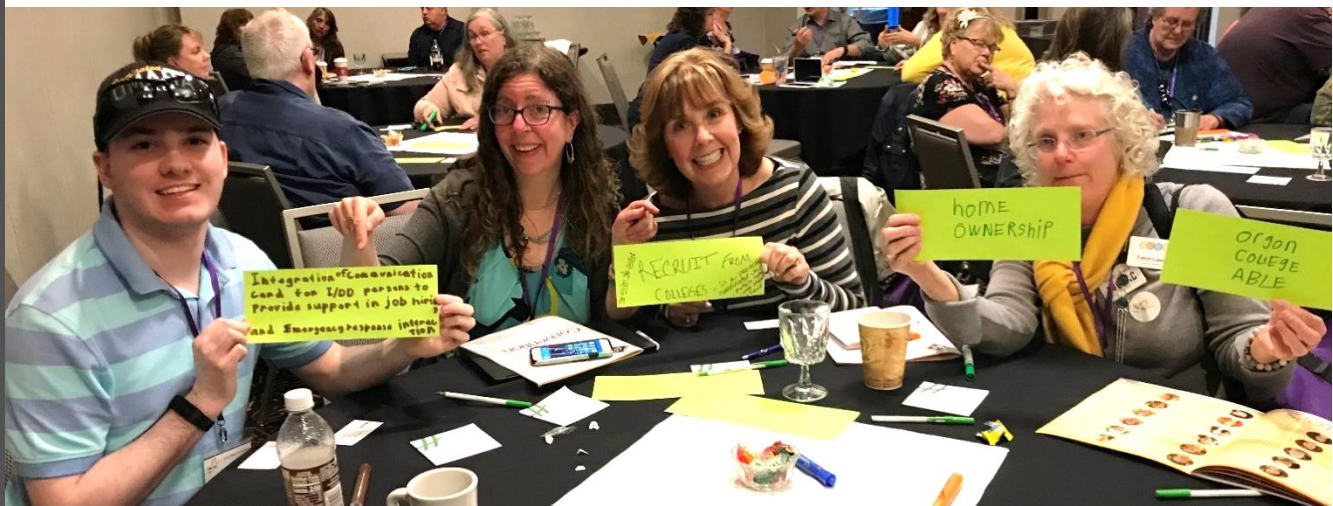
Show your support for the I/DD community by sponsoring a film festival in your local community that features a variety of short films created by or featuring people with I/DD. This inspirational event raises awareness about the importance and benefits of full community inclusion for people who experience I/DD.

Advertising

Our social media channels and email marketing distribution reach over 6,000 Oregonians who are connected to the disability community. You can promote your business while supporting the programs and services we provide by customizing a year-round advertising package.

ANNUAL CONVENTION

FRIDAY & SATURDAY, MAY 1-2, 2020 | PORTLAND, OREGON



Join Us

The 2020 convention will be held on **Friday, May 1 - Saturday, May 2, 2020:**

Holiday Inn Portland Airport / Conference Center
8439 NE Columbia Blvd
Portland, OR 97220

Subject Matter

Convention attendees look forward to hearing about subjects and resources related to supporting community inclusion and self-determination throughout the lifespan for people who experience intellectual and developmental disabilities.



HOUSING



TRANSPORTATION



EMPLOYMENT



EDUCATION



SAFETY &
SECURITY



ACCESSIBLE
TECHNOLOGY



HEALTH &
FITNESS



DISABILITY
RIGHTS & POLICY



FINANCES



LEADERSHIP



ARTS & LEISURE



COMMUNICATION

Demographics

Attendees at The Arc Oregon Annual Convention travel from all over Oregon to engage in two full days of education, connection, and inspiration. They represent a wide variety of backgrounds, experiences, and connections to the intellectual and developmental disability community. Participants include people who experience a disability, family members of people with I/DD, professionals, volunteers, and staff and board members from Oregon chapters of The Arc.

Connections to the I/DD Community

Note: Some people identify their connection in multiple ways. 2019 attendees identified as:

Family member of someone with I/DD	18%
Person with an intellectual or developmental disability	11%
Interested community member	10%
I/DD service provider (Direct Support Professional, Behavior Professional, etc.)	19%
Other professional serving people with I/DD	32%
Board member of The Arc	9%
Staff member of The Arc	15%

Attendees by County

Listed in order of percentage of attendees at 2019 Convention – highest to lowest.

Marion
Multnomah
Washington

Umatilla
Lane
Benton
Clackamas

Polk
Yamhill
Clatsop
Douglas

Wasco
Lincoln
Linn

Attendance

Historically, conventions held in various cities across Oregon played host to 100-150 attendees. The 2019 convention was the first one held after a 10-year hiatus and attracted 174 registrants. Reviews of the 2019 event were overwhelmingly positive and we anticipate increasing registration to well over 200 in 2020.

“The conference was amazing! So inspiring, fun and educational!”
“What a wonderful experience...I am so excited for another conference!”
“Even better than I expected.”



SPONSOR

- Align your company's name with the crucial cause of supporting people with I/DD in the community.
- Boost your company's reputation as a charitable, community-focused business.
- Create relationships with key community leaders.

Sponsorship Packages

	CHAMPION PLATINUM \$5,000	PARTNER GOLD \$3,500	ADVOCATE SILVER \$2,500	FRIEND BRONZE \$1,000
Scholarships for people to attend the convention	15	10	6	3
Exhibition Space	✓	✓	✓	✓
Total # of registrations for Sponsor Representatives	5	4	3	2
Ad in Program	Full page	1/2 page	1/3 page	1/4 page
Logo on Website	Home Page	Sponsor Page	Sponsor Page	Sponsor Page
Logo on Event Publications	✓	✓	✓	✓
Logo on Convention Signage	✓	✓	✓	✓
Pre-event Facebook Post	4	3	2	1
Pre-event Marketing Emails to Attendees	3	2	1	
Tote Bag Literature Insert (materials provided by sponsor)	✓	✓		
Verbal recognition at Saturday Opening Session	✓	✓		
Clickable banner on mobile application	✓			
On Stage introduction and up to 5 minutes of podium time at Friday Luncheon	✓			

Don't see anything that suits your needs? We can help you build a custom sponsorship package! Contact us at (503) 581-2726 or info@thearcoregon.org.

EXHIBIT

The exhibit area is centrally located directly in front of the general and break-out session meeting space. Buffet lines and all-day coffee service are also in the exhibit area to guarantee the maximum number of visitors to the exhibit area.

Space is limited and will be assigned on a first come, first served basis.

Pricing

For-profit Business **\$350**

Nonprofit/Government Agency **\$250**

Chapter of The Arc **Free**
(Event registration is not included with free space)

Package

Exhibitor packages include:

- › 1 table (6')
- › 2 chairs
- › 1 event registration w/meals
- › Exhibitor listing in program
- › Exhibitor listing on The Arc Oregon website with link
- › Logo on convention signage

To Apply:

- › Complete application online at TheArcOregon.org/convention
- › Request an invoice or pay online
- › Register by **April 5, 2020**

Terms

- › One complimentary registration is included with each exhibit space; additional personnel must register as a professional attendee.
- › Liability and indemnification is the exhibitor's responsibility; neither The Arc Oregon nor the Holiday Inn assume any responsibility for losses or damages caused or incurred by exhibitors.
- › Cancellation notices must be given in writing via email to accounting@thearcoregon.org.
- › Cancellations prior to April 5, 2020 will incur a **25% cancellation fee**.
- › Refunds for cancellations will not be given after April 5, 2020.









ADVERTISE

In addition to the convention program and tote bag inserts, year round advertising on our social media, website and email marketing channels offer options for expanding your outreach.

Convention Program

The 8-1/2' x 11' program is printed in full-color. Your ad will appear in both the printed and digital versions of the program.

	Full Page	8.5" x 11"	\$250	 Files must be submitted as JPEG, PDF, or EPS files with full color and a minimum resolution of 300 dpi. Please include 1/4" bleeds if possible. Submission deadline for artwork is April 5, 2020 .
	One-Half Page	8.5" x 5.5"	\$125	
	One-Third Page	8.5" x 3.65"	\$75	
	One-Quarter Page	4.25" x 2.5"	\$60	
	Business Card	3.5" x 2"	\$35	

Convention Tote Bag Inserts \$75

Get the word out to conference attendees about your organization, product or service by putting your printed literature inside each attendee's conference tote.

- › You must supply 200 copies of your printed material
- › The stated cost covers 1 piece of literature in each bag
- › Printed materials must be delivered, and payment made by **April 24, 2020** to:

The Arc Oregon – Salem Administrative Office
2405 Front Street NE, Suite 120
Salem, OR 97301

Year-Round Outreach \$50+/month

Let us customize an advertising package for you that promotes your company/agency throughout the year with monthly electronic promotions on six different social media channels and email marketing distribution lists. Custom packages are available starting at \$50 per month with a full year commitment.

EXPAND Your Reach

These special sponsorship opportunities are available to enhance your convention outreach and draw attention to your organization by making a lasting impression.

Snacks & Meals

Breakfast **\$2,000**

(2 available)

Lunch **\$3,000**

(2 available)

Snack Break **\$750**

(4 available)

Awards Banquet **\$4,000**

Meal/Break packages include:

- › Signage during meal or break
- › Tote bag insert
- › Recognition on sponsor page of convention program
- › Acknowledgment under break/meal listing in convention program

Awards (1 each) \$500

Each year we honor the hard work and dedication of leaders in the Oregon I/DD community. You can help recognize these outstanding community members by sponsoring an annual award winner. Award winners will be acknowledged at a special Awards Banquet on Friday evening, May 1, 2020.

Awards:

- › Educator of the Year
- › Employer of the Year
- › Good Neighbor of the Year
- › Youth of the Year
- › Volunteer of the Year
- › Sarolta Nagy Memorial Award (Self-Advocate award)
- › Al Soenneker Memorial Award (Professional award)
- › Sylvia Mann Capper Memorial Award (Statewide Impact award)

Award Sponsorship includes:

- › Convention registration for award winner
- › Recognition on Facebook, event emails, program and website
- › Verbal recognition at awards banquet
- › Option to present the award
- › 2 tickets to awards banquet
- › Tote bag insert

Scholarships \$150 *(Registration only)* | \$300 *(Registration & Lodging)*

Scholarships give people with I/DD, family members, and even some professionals, the opportunity to attend the convention, connect with peers, and bring valuable information and experiences back to their local communities.

In 2019, 25 scholarship applications were awarded. Please consider contributing to our scholarship fund!