

2021

Sponsorship Prospectus



TheArcOregon.org
(503) 581-2726
Info@TheArcOregon.org

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 info@thearcoregon.org or (503) 581-2726.

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 our **2021 Virtual Convention** as a **sponsor, exhibitor, or advertiser** will contribute to lower registration fees for professionals and support our goal of inviting people with I/DD and their family members to attend for free, 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.

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.



2021 Virtual Convention

Wednesday – Saturday, May 5 – 8, 2021

This year's state convention will be an all-new **virtual adventure!** We have expanded our program to offer **four days** of education, connection, and inspiration, and will offer a mix of live and recorded content featuring the most requested presenters and topics.

Participants in our state convention include people who experience a disability, family members and supporters of people with disabilities, disability professionals, volunteers, and staff and board members from chapters of The Arc **across Oregon.**

Without the added costs and inconvenience of travel, we expect participation in this year's event to far exceed our in-person events, offering even **greater exposure for your organization** when you become a sponsor.

We are excited about the virtual exhibitor and sponsor packages being offered this year and hope you will be too!

Don't see anything in the following pages that meet your need? No problem! Just reach out to us and we will work with you to build a **custom package** to make the most of this even for you and your company.

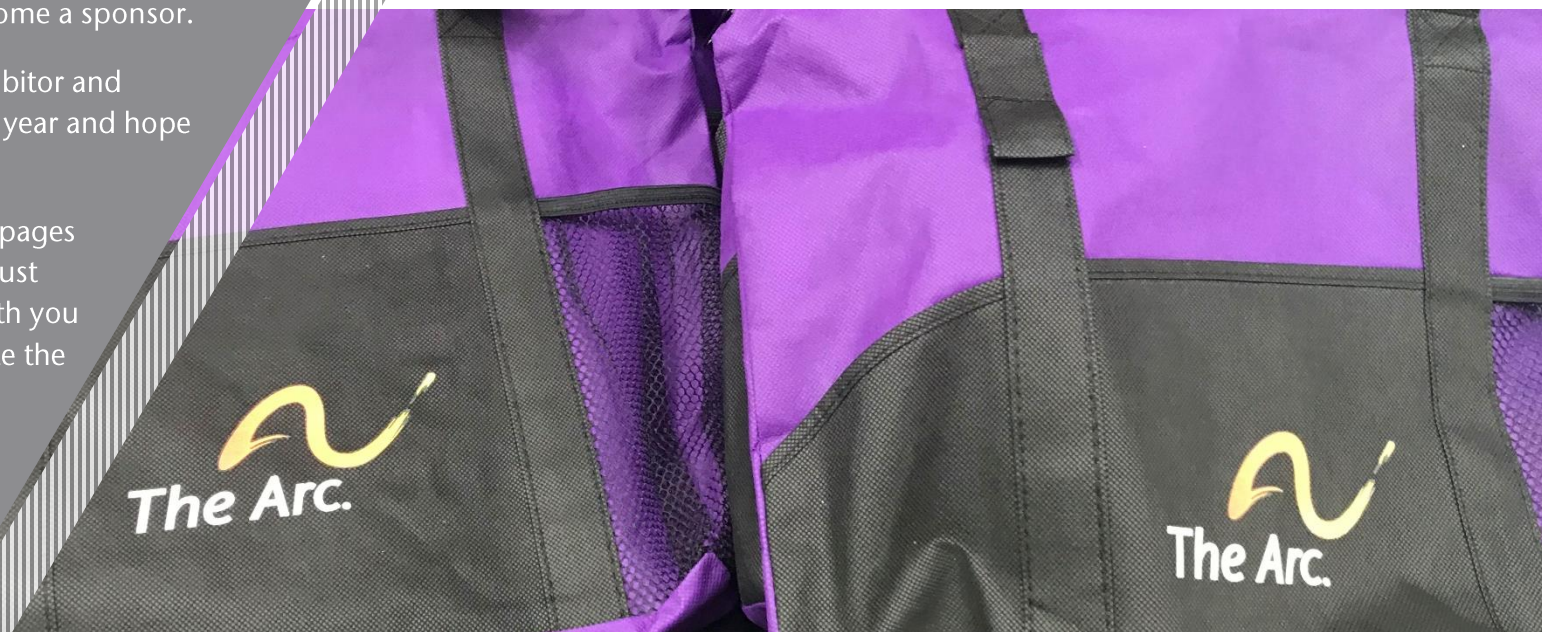
Contact us at:

- info@thearcoreon.org
- 503-581-2726

*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.



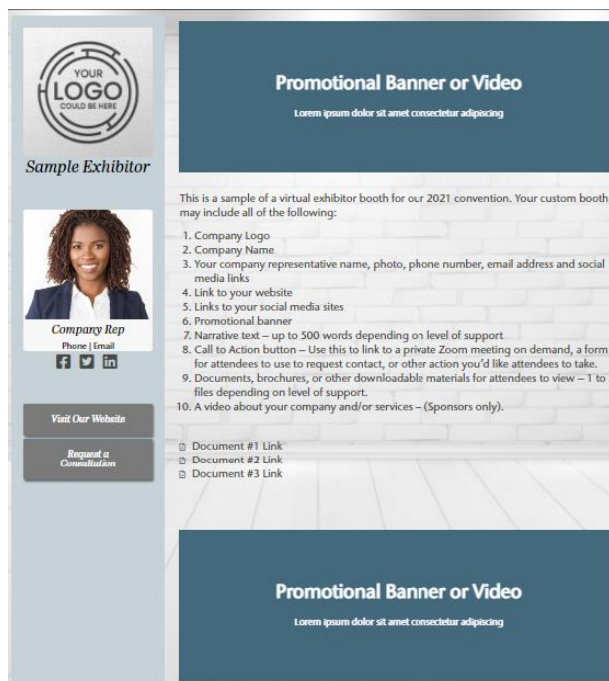
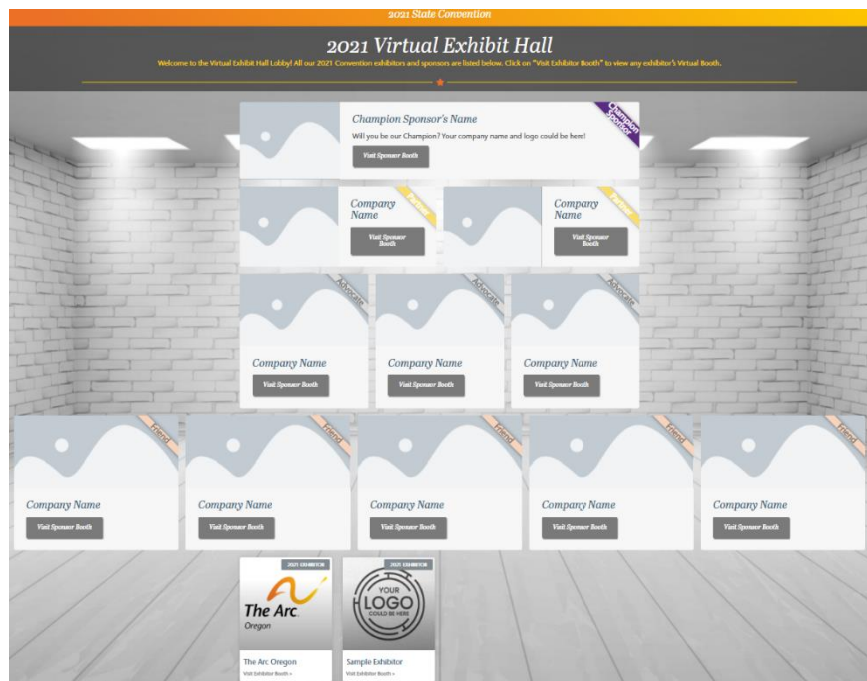
Choose Your Package!

	CHAMPION PLATINUM \$5,000	PARTNER GOLD \$3,500	ADVOCATE SILVER \$2,500	FRIEND BRONZE \$1,000	EXHIBITOR \$0-\$300
Virtual Exhibitor Booth <i>(see next page)</i>	✓	✓	✓	✓	✓
Total # of Registrations for Company Representatives	5	4	3	2	1*
Logo in Convention Program	✓	✓	✓	✓	Listing
Priority Placement in Virtual Exhibit Hall Lobby	Top Level	Level 2	Level 3	Level 4	General Section
Document/Materials Download from Virtual Exhibitor Booth	5	4	3	2	1
Video embedded on Virtual Exhibitor Booth page	✓	✓	✓	✓	
Advertisement in Convention Program <i>(available as a download to the general public)</i>	Full page	1/2 page	1/3 page	1/4 page	
Verbal recognition at General Sessions	✓	✓	✓	✓	
Literature Insert to be sent to Participants <i>(materials provided by sponsor)</i>	3	2	1	1	
Pre-event Social Media Posts	4	3	2	1	
Video Ad played during 1 general session <i>(videos provided by sponsor)</i>	5 minutes	4 minutes	3 minutes		
Pre-event Marketing Emails to Attendees	3	2	1		
Logo Featured on Home Page of the Convention Website	✓	✓			
Logo Featured on Virtual Background used during General Sessions	✓				
Live Introduction and up to 5 minutes of Speaking Time at a General Session	✓				

Convention Sponsorship Packages

Virtual Exhibitors

As part of our 2021 Virtual Convention, we will offer **Virtual Exhibitor Booths** with links from our main **Virtual Exhibit Hall Lobby**. The lobby and all booths will be **visible by the public** and not restricted to only convention attendees. In addition, as soon as your reservation is paid, your booth will be created and published and will stay online for 30 days after the event ends. If you register early, you could have **up to 4 or even 5 months of exposure!**



All Exhibitors receive:

- Listing with **logo** in general section of the Virtual Exhibitor Hall Lobby
- Virtual Booth with **24/7 Attendee Access**
- **Call to Action** button for one-to-one engagement
- **Link** to your website and/or document download
- 1 event **registration** w/access to all convention content and Convention Group in our Online Community
- Exhibitor listing in downloadable convention **program**

The Virtual Exhibit Hall Lobby will display names and logos of all Sponsors and Exhibitors. Priority placement in the lobby is based on your level of sponsorship. To view the Virtual Exhibit Hall Lobby and sample exhibitor booths, please visit our convention website at

TheArcOregon.org/Convention/virtual-exhibit-hall/.

Exhibitor Pricing

For-Profit Business
\$300

Non-Profit Organization
\$200

Local Chapters of The Arc **Free***
**Event Registration not included*

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.

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

Session Sponsorship

\$350

When you sponsor a breakout session, we will add your logo to the virtual background used by our staff and the presenter. You will also receive verbal acknowledgement at the beginning and end of the session, and you may provide a video presentation of up to 2 minutes to be played during the session.

Convention Tote Bag Inserts

\$75/literature | **\$100/small gift**






Get the word out to conference attendees about your organization, product, or service by putting your printed literature or a **SMALL** gift inside our swag bag.

- Cost is for 1 piece of literature or gift in each bag
- You must supply 150 copies of your printed materials or gifts by March 31, 2021 to our Salem office
- Packages will be mailed to the first 150 registrants, so items must be very small and pre-approved by The Arc Oregon. **Examples: Lip Balm, Post-its, Pen**

Advertising Options

Convention Program

The 8-1/2' x 11' program is downloadable by the public in **full color**. For this year's virtual event, only digital copies of the program will be distributed.

	Full Page	8.5" x 11"	\$250
	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

⚠ Files must be submitted by April 11, 2021 as JPEG, PDF, or EPS files with full color and a minimum resolution of 300 dpi.

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.



Are you ready to Support The Arc?

Great! The sooner you submit your sponsorship application, the sooner your virtual booth will be up and running for the world to see.

To get started, just visit us online at TheArcOregon.org/Convention. There you will find more information about being an exhibitor and sponsor, along with the online application form to complete and submit with your payment.

Thank you for your consideration of support all Oregonians with intellectual and developmental disabilities.

Awards

\$250 each | \$1,000 Ceremony Sponsor

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 or the Award Presentation Ceremony to be held on Saturday, May 8, 2021.

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 presentation
- › Option to present the award

Award Ceremony Sponsorship includes:

- › 1 Convention **registration**
- › **Recognition** on Facebook, event emails, program, and website
- › Verbal **recognition** at awards presentation
- › Option to kick-off the Award Ceremony with up to **2-minute verbal address or video**.

