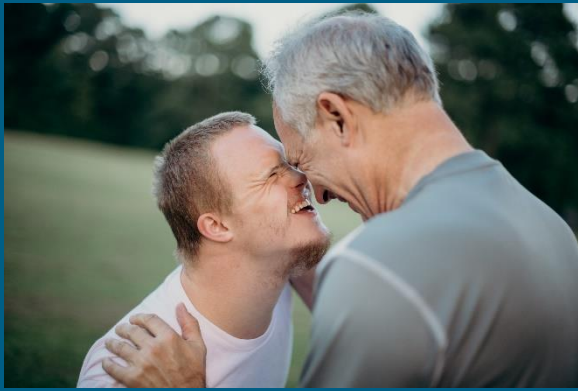




2022 SPONSORSHIP PROSPECTUS





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 (IDD). For 65 years, The Arc Oregon has advocated with and for people who experience IDD and their families, and offered innovative programs, services, and training. Our vision is a world in which all persons have the support and opportunities they need for personal development and independence, interdependence with family and friends, and inclusion in the community.



Through our statewide network, which includes nine local chapter affiliates, we connect with thousands of Oregonians who experience IDD, their families, and professionals 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 IDD 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 IDD, and actively support their full inclusion and participation in the community throughout their lifetimes.

Why Sponsor The Arc?



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

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 selecting 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 all over 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 **2022 Convention** as a **sponsor, exhibitor, or advertiser** will contribute to lower registration fees for professionals, support our goal of inviting people with IDD and their family members to attend for free, and raise your company's profile within the Oregon 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 IDD. Our training helps:

- people with IDD learn how to advocate for themselves and their needs.
- family members and disability professionals understand how to respectfully support a person with a disability to reach their goals and dreams.
- 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 a training event, webinar, or a series of 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.

Get Started Today

Call us at **503-581-2726** or send an email to Info@TheArcOregon.org

THURSDAY – SATURDAY | MAY 5-7, 2022 | EUGENE, OR

We are looking forward to the 2022 Convention being held **IN PERSON!** We have missed seeing everyone and enjoying the sense of belonging that is created when we all come together in support of our common interests.

The experiences of the last two years, however, have given us new perspective and new skills! We also plan on using those tools to create a hybrid event that will offer both in-person and virtual participation options. That means more exposure for you and your organization!

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.

This year we are streamlining our sponsorship packages based on feedback received from recent sponsors, and we are excited to talk to you about how you can make the most of this event for you and your company.

Choose Your Sponsorship Level!

	CHAMPION PLATINUM \$5,000	PARTNER GOLD \$3,500	ADVOCATE SILVER \$2,500	FRIEND BRONZE \$1,000	EXHIBITOR \$0-\$350
On-site AND 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	3	2	1	1	
Video embedded on Virtual Exhibitor Booth page	✓	✓	✓	✓	
Advertisement in Convention Program (<i>hard copy at the event and download to the general public</i>)	Full page	1/2 page	1/3 page	1/4 page	
Verbal recognition at General Sessions	✓	✓	✓	✓	
Literature or Giveaway Insert for Attendee SWAG Bags (<i>materials provided by sponsor</i>)	3	2	1	1	
Pre-event Social Media Post	✓	✓	✓		
Pre-event Marketing Email	✓	✓			
Logo Featured on Home Page of the Convention Website	✓				
Video Ad played during 1 general session (<i>video provided by sponsor</i>)	3 minutes				

**does not apply for free chapter exhibit booths*

Virtual Exhibitor Booth



Virtual Lobby



On Site Exhibitor Booth



Exhibitor Booths

For-Profit Business

\$350

Non-Profit Organization

\$250

Local Chapter

Free!

For our 2022 Convention, Sponsors and Exhibitors will receive both **a virtual AND a physical booth** onsite at the event in Eugene, Oregon.

Virtual Booths

All paid exhibitors will be included in the **Virtual Exhibit Hall Lobby**. From the lobby, website visitors will click on your company name to view your virtual booth. 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!

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 virtual exhibitor booth, visit our convention website at TheArcOregon.org/Convention/virtual-exhibit-hall/.

On Site Booths

We are very excited about seeing everyone in person again in 2022 and look forward to having our exhibitors and sponsors onsite at the event. The event schedule will include plenty of time for face-to-face interactions with attendees, and the exhibitor area will be strategically placed to maximize exposure to attendees throughout the event.

Exhibitor Terms and Conditions

- Application **deadline is April 5, 2022**
- Payment may be made online, or you may request an invoice. Virtual Booth will not be launched until full payment is received.
- Exhibitor package includes:
 - 1 six-foot skirted table
 - 2 chairs
 - 1 event registration with meals
 - Exhibitor listing in program
 - Exhibitor listing in Virtual Exhibitor Lobby
 - Virtual Exhibitor booth
- The Arc Oregon reserves the right to accept or reject a potential exhibitor based on its assessment of the company/organization's products or services relevance to the event.
- Exhibitor activities and displays must be confined to the exhibitor's individual space – canvassing or blocking other exhibitor spaces is not permitted.
- Liability and indemnification are the exhibitor's responsibility; neither The Arc Oregon nor the Valley River 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, 2022 will incur a **25% cancellation fee**.
 - Refunds for cancellations will not be given after April 5, 2022.

IMPORTANT DATES

September 1, 2021

Sponsor/Exhibitor Registration Opens

February 1, 2022

Virtual Lobby and Booths Open

April 1, 2022

Graphics Due

April 5, 2022

Last day for registration or cancellation

April 15, 2022

Literature inserts and SWAG Items Due



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.

Convention Tote Bag Inserts

\$75/LITERATURE | \$150/GIFT

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

- Cost is for 1 piece of literature or gift in each bag.
- You must supply **200 pieces** of your printed materials or gifts by **April 20, 2022** to our Salem office
- Swag Bags will be given to all participants attending the convention in-person. Virtual participants will not receive swag bags.



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 1, 2022**, 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 or agency throughout the year with monthly digital media 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 online Sponsor/Exhibitor application will be open on September 1, 2021. Virtual Booths will be online by February 1, 2022, so the sooner you submit your sponsorship application, the sooner your virtual booth will be up and running for the world to see. **Get started** by visiting us online or calling our office to talk with our team.

 TheArcOregon.org/2022-Convention

 503-581-2726

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

