



The Oregon Community College Association (OCCA) is in the planning stages of the OCCA Annual Conference for community college board members from across the state's 17 colleges, set for November 3-5, 2021 at the Sunriver Resort in Sunriver, OR.

This high-profile event in the higher education field in Oregon provides an opportunity for community college board of education members to learn about how they can be the best advocates possible for the institutions and students they represent. OCCA hopes you will consider being a sponsor for this event to put your organization in front of important decision-makers. The OCCA Annual Conference regularly draws around 150 participants, with more than 200 participating virtually last year.

As an event sponsor, your business or organization will be recognized in a variety of ways, depending on your chosen sponsorship level, both prior to and during the conference. OCCA boasts nearly 800 subscribers to its weekly e-newsletter, and we have a growing social media presence.

Your sponsorship will have a direct impact on the quality of the conference we provide. Included with this letter is a list of sponsorship opportunities and levels, as well as a commitment form to signal your sponsorship. If you have any questions, please feel free to contact me at casey@occa17.com.

Thank you, in advance, for your interest and willingness to consider this sponsorship opportunity to improve how our community college board of education members advocate and serve. We look forward to hearing from you soon and greeting you on November 3 as we kick off our Annual Conference, hopefully in-person in Sunriver!

Thank you for your consideration of a 2021 OCCA Annual Conference sponsorship.

Sincerely,

A handwritten signature in black ink that reads 'Casey White-Zollman'.

Casey White-Zollman
OCCA Communications Director



OCCA Annual Conference 2021 Sponsorship Agreement

_____ Yes, I want to be a sponsor for the 2021 OCCA Annual Conference, regardless of format.

_____ Yes, I want to be a sponsor for the 2021 OCCA Annual Conference, but only if held in-person.

_____ Yes, I want to be a sponsor for the 2021 OCCA Annual Conference, but only if held virtually.

Business Name: _____

Business Mailing Address: _____

City, State, Zip: _____

Contact Person: _____

Phone: _____

Email Address: _____

Level of Sponsorship: _____ Diamond Level: \$10,000 _____ Platinum Level: \$5,000
(multiple selections available) _____ Gold Level: \$3,500 _____ Silver Level: \$2,000

_____ Bronze Level: \$1,000 _____ Exhibitor: \$750

Add-ons:

_____ Breakout Room Sponsorship (3-4 available): \$700

_____ Howard Cherry Awards Banquet Sponsor (1 available): \$1,000 **SOLD OUT**

_____ Keynote Speaker Sponsorship (2-3 available): \$400

_____ Meal Sponsorship (5 available: Welcome Reception x1, Breakfast x2, Lunch x2)

_____ Video presentation at start of each day (2 available): \$300

Signature of Representative: _____ Date: _____

Check Enclosed: _____ Please Invoice: _____

NOTE: Funds are due to OCCA by Oct. 1, 2021:

OCCA, attn.: Susan Baker
260 13th St. NE, Salem, OR 97301

2021 OCCA Conference Sponsorship Levels

	Diamond \$10,000	Platinum \$5,000	Gold \$3,500	Silver \$2,000	Bronze \$1,000	Exhibitor \$750
Ad in conference program	Full page, color	Full page, color	½ page, color	¼ page, color	Business card size, color	Logo only
Conference promotion (i.e. registration emails)	Logo displayed most prominently	Logo included	Logo included	Logo included	Business name included	Not included
Function signs	Logo displayed most prominently	Logo included	Logo included	Logo included	Logo included	Not included
OCCA website conference page	Logo displayed most prominently	Logo included	Logo included	Logo included	Business name included	Business name included
Newsletter	Featured article in OCCA Digest e-newsletter (approx. 100 words) Logo included	Logo included	Logo included	Logo included	Not included	Not included
Logo on conference name badges	Yes; featured most prominently	Yes	No	No	No	No
Social media	2 featured posts on OCCA Facebook and Twitter Included in conference promotion in OCCA social media	1 featured post on OCCA Facebook and Twitter Included in conference promotion in OCCA social media	Included in conference promotion in OCCA social media	Included in conference promotion in OCCA social media	Included in conference promotion in OCCA social media	Single mention on OCCA social media prior to conference

2021 OCCA Conference Sponsorship Levels

Lightening speeches	8 minutes	5 minutes	3 minutes	2 minutes		
Exhibit space	Yes, first choice in set-up location	Yes	Yes	Yes	Yes	Yes
Complimentary registrations to conference	8; 75% off code for subsequent registrations	5; 50% off code for subsequent registrations	3; 40% off code for subsequent registrations	2; 30% off code for subsequent registrations	1; 25% off code for subsequent registrations	None
Complimentary sponsorship add-on	Breakout room sponsorship included	Not included	Not included	Not included	Not included	Not included

Sponsorship Add-ons

Breakout Room Sponsorship (3 or 4 available) - \$700

Sponsors entire breakout room for all sessions held in that room throughout the conference. Sponsors may place promotional materials around the room. Business logo displayed outside of breakout room.

Howard Cherry Awards Banquet Sponsorship (1 available) - \$1,000 **SOLD OUT**

Logo prominently displayed in awards program and outside the awards ceremony banquet room. Business name included in welcome by OCCA Board President during ceremony.

Keynote Sponsorship (2 or 3 available) - \$400

Logo featured on tabletop signage and business name featured prior to introduction of keynote speaker (on screen and in welcome).

“This Meal Presented By” Sponsorship (5 available: Welcome Reception x1, Breakfast x2, Lunch x2) - \$350

Logo featured on tabletop signage.

Video Advertisement at the beginning of each day (2 available) - \$300

Two minute video advertisement immediately following the OCCA Board President’s welcome.

About the conference

150 attendees

- Community College Presidents
- Community College Board Members
- Community College Administrators
- Community College Faculty
- Community College Staff
- Community College Students
- Legislators
- State Agency Staff

Approximately 700 e-newsletter recipients.