



July 20, 2022

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 2-4, 2022, at Sunriver Resort in Sunriver, Oregon. 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 from across Oregon. This year's theme is "Reimagining & Building Success: Reengage, Refocus, Revitalize."

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 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](mailto: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 2 as we kick off our Annual Conference in Sunriver!

Thank you for your consideration of a 2022 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 2022 Sponsorship Agreement

\_\_\_\_\_ Yes, I want to be a sponsor for the 2022 OCCA Annual Conference, regardless of format.

\_\_\_\_\_ Yes, I want to be a sponsor for the 2022 OCCA Annual Conference, but only if held in-person.

\_\_\_\_\_ Yes, I want to be a sponsor for the 2022 OCCA Annual Conference, but only if held virtually.

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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

\_\_\_\_\_ Breakout Room Sponsorship (up to 4 available): \$500 each

\_\_\_\_\_ Welcome Dinner Sponsorship (1 available): \$500

\_\_\_\_\_ Howard Cherry Awards Banquet Sponsor (1 available): \$1,000

\_\_\_\_\_ Keynote Speaker Sponsorship (2 available): \$500 each

\_\_\_\_\_ Meal Sponsorship (4 available: Breakfast x2, Lunch x2): \$350 each

Signature of Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Check Enclosed: \_\_\_\_\_ Please Invoice: \_\_\_\_\_

NOTE: Funds are due to OCCA by Oct. 1, 2022:

OCCA, attn.: Lochlan Rehbein-Verhoeven  
260 13<sup>th</sup> St. NE, Salem, OR 97301

## 2022 OCCA Conference Sponsorship Levels

	<b>Diamond \$10,000</b>	<b>Platinum \$5,000</b>	<b>Gold \$3,500</b>	<b>Silver \$2,000</b>	<b>Bronze \$1,000</b>	<b>Exhibitor \$750</b>
<b>Ad in conference program</b>	Full page, color	Full page, color	½ page, color	¼ page, color	Business card size, color	Business Name Only
<b>Function signs</b>	Logo displayed most prominently	Logo included	Logo included	Logo included	Logo included	n/a
<b>OCCA website conference page</b>	Logo displayed most prominently	Logo included	Logo included	Logo included	Business name included	Business name included
<b>Newsletter</b>	Featured article in OCCA Digest e-newsletter (approx. 100 words)  Logo included	Logo included	Logo included	Logo included	n/a	n/a
<b>Logo on conference name badges</b>	Yes; featured most prominently	Yes	No	No	No	No
<b>Social media</b>	2 featured posts on OCCA Facebook page  Included in conference promotion in OCCA social media	1 featured post on OCCA Facebook page  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
<b>Lightening speeches</b>	8 minutes	5 minutes	3 minutes			
<b>Exhibit space</b>	Yes, first choice in set-up location	Yes	Yes	Yes	Yes	Yes
<b>Complimentary registrations to conference</b>	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

## 2022 OCCA Conference Sponsorship Levels

<b>Complimentary sponsorship add-on</b>	Breakout room sponsorship included	n/a	n/a	n/a	n/a	n/a

### **Sponsorship Add-ons** – *Add-ons only available to conference sponsors (not those who are solely exhibitors or non-sponsors)*

#### **Breakout Room Sponsorship (up to 4 available) - \$500**

*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**

*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) - \$500**

*Logo featured on tabletop signage and outside the awards ceremony banquet room, and business name featured prior to introduction of keynote speaker (on screen and in welcome).*

#### **Welcome Dinner Sponsorship (1 available): \$500**

#### **“This Meal Presented By” Sponsorship (4 available: Breakfast x2, Lunch x2) - \$350**

*Logo featured on tabletop signage and outside the awards ceremony banquet room.*

#### **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**

~ 125-150 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.