



March 5, 2024

The Oregon Community College Association (OCCA) is in the planning stages of the OCCA Annual Conference for community college board members from the state's 17 colleges, set for November 6-8, 2024, at Salishan Coastal Lodge in Glededen Beach on the beautiful Oregon Coast. 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 invites you to be a sponsor for this event to put your organization in front of important decision-makers.**

The OCCA Annual Conference regularly draws around 125-50 participants from across Oregon. Attendees include community college board members, presidents, administrators, and students, as well as government leaders. This year's theme is "Charting the Course to the Future."

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 700 subscribers to its e-newsletter and a growing social media presence which allow us to spread your sponsorship recognition beyond the actual conference. In addition, sponsor benefits include:

- **High visibility** for your organization as a champion of community colleges.
- Opportunity to **market directly** to conference attendees.
- **Connect** with community college presidents, board members, administrators, and government leaders.
- **Branding reinforcement** of your organization's visual identity.
- **Recognition** within the Oregon higher education sector as an organization that shares their vision for student success and affordable access to an education.

The Exhibitor Reception will return this year and will take place Nov. 6 just prior to the Welcome Dinner. This reception is an additional opportunity for sponsors/exhibitors to interact with conference attendees and will take place in the exhibitor hall to further showcase our sponsors and exhibitors. An opportunity to be the primary sponsor of this event is also available. **Please see the attached sponsorship levels document for details.**

Additionally, OCCA will once again offer exhibiting sponsors the opportunity to provide swag items and prizes for raffle drawings throughout the conference. Conference attendees earn raffle tickets when they visit with exhibitors during the conference. These swag items/prizes must have a value of less than \$50 in accordance with Oregon ethics laws for public employees and elected officials. We hope these opportunities provide our sponsors with even more engaging interactions with our attendees.

Your sponsorship will have a direct impact on the quality of our conference. **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 6 as we kick off our Annual Conference on the Oregon Coast!

Thank you for your consideration of a 2024 OCCA Annual Conference sponsorship.

Sincerely,

Casey White-Zollman  
OCCA Communications Director



**OCCA Annual Conference  
2024 Sponsorship Agreement**

***Sponsorship commitments should be made by July 19, 2024  
Email this completed agreement to casey@occa17.com***

\_\_\_\_\_ Yes, I want to be a sponsor for the 2024 OCCA Annual Conference.

\_\_\_\_\_ A representative of my company plans to attend the conference as an exhibitor

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Business Name: \_\_\_\_\_

Business Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Level of Sponsorship: \_\_\_\_\_ Diamond Level: \$15,000 \_\_\_\_\_ Platinum Level: \$10,000  
\_\_\_\_\_ Gold Level: \$5,000 \_\_\_\_\_ Silver Level: \$3,000  
\_\_\_\_\_ Bronze Level: \$1,000 \_\_\_\_\_ Friends of OCCA: \$750

Sponsorship Add-Ons (*not available to Friends of OCCA level sponsors*):

_____ Exhibitor Reception Sponsor (1 available) - \$500 (plus beverages, if selected)	_____ Meal Sponsorship (4 available) - \$1,000	_____ Breakout Room Sponsorship (3 available) - \$500
_____ Welcome Dinner Reception Sponsor (1 available) - \$1,500	_____ Refreshment Break Sponsorship (3 available) - \$500	_____ Video Advertisement (2 available) - \$300
_____ Howard Cherry Awards Banquet Sponsor (1 available) - \$2,500	_____ Keynote Speaker Sponsorship (2 available) - \$1,000	_____ Student Panel Speaker Sponsorship (4 available) - \$500

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

**NOTE: Funds are due to OCCA within 30 days of date of invoice:  
OCCA, attn.: Katie Archambault  
260 13<sup>th</sup> St. NE, Salem, OR 97301**

## 2024 OCCA Conference Sponsorship Levels

	<b>Diamond \$15,000</b>	<b>Platinum \$10,000</b>	<b>Gold \$5,000</b>	<b>Silver \$3,000</b>	<b>Bronze \$1,000</b>	<b>Friends of OCCA \$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 card size, color
<b>Function signage</b>	Logo displayed most prominently	Logo included	Logo included	Logo included	Logo included	n/a
<b>OCCA website conference page</b>	Logo (with hyperlink) displayed most prominently	Logo (with hyperlink) included	Logo (with hyperlink) included	Logo (with hyperlink) included	Business name included	Business name included
<b>OCCA Digest E-Newsletter</b>	Featured article in OCCA Digest e-newsletter (approx. 100 words)  Logo (with hyperlink) included	Logo (with hyperlink) 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>Conference Recognition</b>	Logo on screen during morning welcome (2 days) and during lightning speech  Business name included in President's morning remarks	Logo on screen during lightning speech  Business name included in President's morning remarks	Logo on screen during lightning speech  Business name included in President's morning remarks	Business name included in President's morning remarks	Business name included in President's morning remarks	Business name included in President's morning remarks

## 2024 OCCA Conference Sponsorship Levels

<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>Lightning speeches</b>	8 minutes prior to a keynote speaker	5 minutes	3 minutes	n/a	n/a	n/a
<b>Exhibit space</b>	Yes, first choice in set-up location; 2 tables (\$125 value); includes electrical and Wi-Fi access	Yes; 1 table (\$75 value); includes electrical and Wi-Fi access	Yes; 1 table (\$75 value); includes electrical and Wi-Fi access	Yes; 1 table (\$75 value); includes electrical and Wi-Fi access	Yes; 1 table (\$75 value); includes electrical and Wi-Fi access	n/a
<b>Exhibitor Reception</b> <i>(prior to Welcome Dinner on Nov. 6)</i>	Included	Included	Included	Included	Included	n/a
<b>Complimentary or discounted registrations to conference</b>	4  50% discount for subsequent registrations	3  50% discount for subsequent registrations	2  40% discount for subsequent registrations	1  25% discount for subsequent registrations	n/a  10% discount on registration	n/a  10% discount on registration
<b>Complimentary sponsorship add-on</b>	Breakout room sponsorship included	n/a	n/a	n/a	n/a	n/a

**PLEASE SEE NEXT PAGE FOR SPONSORSHIP ADD-ONS**

### **Sponsorship Add-ons – Add-ons only available to conference sponsors (not available to Friends of OCCA)**

- Exhibitor Reception Sponsor (Nov. 6; 1 available):** \$500  
*(NOTE: A cash bar will be available during the reception. If you would like to cover the cost of one drink per person, please let us know and we will work with you on the details.)*  
*Logo displayed on signage for the reception and on drink tickets if drinks are sponsored.*
- Welcome Dinner Sponsorship (Nov. 6; 1 available):** \$1,500  
*Logo featured on tabletop signage and outside the awards ceremony banquet room.*
- Howard Cherry Awards Banquet Sponsorship (Nov. 7; 1 available) -** \$2,500  
*Logo prominently displayed in awards program and outside the awards ceremony banquet room. Business name included in welcome by OCCA Board President during ceremony.*
- Meal Sponsorship (4 available: Breakfast x2, Lunch x2) -** \$1,000 each  
*Logo featured on tabletop signage and outside the awards ceremony banquet room.*
- Refreshment Break Sponsorship (3 available) -** \$500 each  
*Logo featured on tabletop signage on table with refreshments.*
- Keynote Sponsorship (2 available) -** \$1,000 each  
*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).*
- Breakout Room Sponsorship (up to 3 available) -** \$500 each  
*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.*
- Video Advertisement at the beginning of day (2 available) -** \$300  
*Two-minute video advertisement immediately following the OCCA Board President's welcome.*
- Student Panel Speaker Sponsorship (4 available) -** \$500  
*Sponsors a student to serve on the Student Panel during the Welcome Dinner on Nov. 6. Helps cover the cost of the student's travel, hotel, registration and meals.*