

2009 Associate Member Sponsorship Opportunities



AOPHA

THE ADVOCATE OF NOT-FOR-PROFIT
SERVICES FOR OLDER OHIOANS

855 South Wall Street ● Columbus, Ohio 43206-1921
Phone: (614) 444-2882 ● Fax: (614) 444-2974
www.aopha.org ● info@aopha.org

Dear Associate Members:

In an effort to increase value as you support Ohio's not-for-profit providers, we are introducing a completely revamped sponsorship program. This program has been redesigned based upon associate member feedback, to offer greater flexibility in maximizing your support of AOPHA members. It also offers "one stop shopping" for those of you that like to determine your total association/client support in a given budget year. You may elect to retain your sponsor support as you have in the past by checking the form below, or you can complete the ala' carte menu and choose the options that offer you the greatest value as an associate/sustaining member.

Highlights of the new AOPHA Sponsorship Program include:

- We have preserved the same categories: Bronze, Silver, Gold, Platinum, Emerald and Diamond.
- Please note that all sponsorship levels start with the basic \$3,000 Bronze level as outlined in the boxed section.
- Sponsors can now choose the exact level of support they seek with the plus (+) categories; through the range within categories, sponsorship levels can be strategically targeted through additional value-added opportunities (for example, a Silver Sponsor will become a Silver+ Sponsor by the addition of ala' carte selections above the Silver minimum level of \$6,000; this is true of all levels).
- Sponsors also have the option of choosing a level and letting AOPHA select the benefits from the list to match the level chosen.
- Multiple sustaining member/vendors can share in the same opportunities (per review with AOPHA). There is a column labeled "# Options Available" which indicates the total for that particular option (numerous options allow for multiple sponsors - this will be noted in the line description; note that some opportunities are time sensitive).

We trust that you will find this new "build your own sponsorship" program beneficial in maximizing your support and adding value to your participation in AOPHA. On behalf of the members of the advocate of not-for-profit services for older Ohioans, thank you for your support. As always, if you have questions or need further information, please feel free to contact Ted Bauer, AOPHA Director of Member Value and AOPHA Service Center, at tbauer@aopha.org or (614) 444-2882, ext. 32.

Please complete the sponsorship form and total your selections by January 30, 2009 and mail to:

AOPHA
Attn: Sponsorship
855 South Wall Street, Columbus, Ohio 43206-1921
Fax: (614) 444-2974

Limited sponsor options will be given on a first come first serve basis.

2009 Sponsorship Categories

Bronze - \$3,000

This is the base package level for all sponsors and includes all green highlighted items below

Bronze (+): \$3,000 to \$5,999

Will include the items you choose from the options lists

Silver - \$6,000

Includes base package plus items you select to sponsor up to the \$6,000 level

Silver (+): \$6,001 to \$9,999

Will include the items you choose from the options listed on order form

Gold - \$10,000

Includes base package plus items you select to sponsor up to the \$10,000 level

Gold (+): \$10,001 to \$14,999

Will include the items you choose from the options listed on order form

Platinum - \$15,000

Includes base package plus items you select to sponsor up to the \$15,000 level

Platinum (+): \$15,001 to \$29,999

Will include the items you choose from the options listed on order form

Emerald - \$30,000

Includes base package plus items you select to sponsor up to the \$30,000 level

Emerald (+): \$30,001 to \$49,999

Will include the items you choose from the options listed on order form

Diamond - \$50,000

Includes base package plus items you select to sponsor up to the \$50,000 level

Diamond (+): \$50,001 and up

Will include the items you choose from the options listed on order form

All sponsorship levels will contain the following Elements: (Base Package)

	<u>COST</u>	<u>VALUE</u>
● AOPHA Sustaining Firm Membership and Skilled Nursing Care Coalition dues	<i>included</i>	\$ 950
● Premium booth at Annual Trade Show (includes: registration for 2 attendees, 6' table, two chairs, wastebasket, electric and carpeting)	<i>included</i>	\$ 875
● Logo link to AOPHA Website	<i>included</i>	\$1,000
● Contribution to FOPHA (AOPHA's Foundation)	<i>included</i>	\$ 250
● Special sponsorship designation at Annual Conference and at your Trade Show booth (includes name and logo in Annual Conference brochure as well as Annual Conference final program)	<i>included</i>	\$ 250
● 2 electronic member lists	<i>included</i>	\$ 100
● 1 advertisement in AOPHAGRAM (AOPHA's weekly newsletter)	<i>included</i>	\$ 150
Total	\$3,000	\$3,575



**Opportunities
Sponsorship
Associate Member
2009**

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Return Service Requested

2009 Sponsorship Form

Tell Us About Yourself:

Company Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Contact Person: _____ Contact Person's Phone: _____
Fax: _____ E-mail: _____

Sponsorship Selection (check one:)

- Build your own sponsorship with your beginning pledge at \$3,000. Select the options as identified on the order form as well as the dollar amount you choose to commit to that item.
- I would like to change my sponsor level and have AOPHA staff select the options.
- I would like to maintain the same sponsor level as last year without any changes. (*Bronze is now \$3,000; Silver increased to \$6,000*)
- Other, please provide an explanation of what would work best for your organization:

Send Us Your Sponsorship Form and Payment:

- Check enclosed (Make payable to AOPHA and due by January 30, 2009)

Total Fee Enclosed: \$ _____

Please bill my:

- Visa Mastercard Am. Exp. Discover

Card Number: _____ Exp. Date: _____

3-Digit Number on Back of Card: _____

Total: \$ _____

Cardholder Signature: _____

To sign up for a new 2009 Sponsorship Opportunity, mail a completed copy of this form along with payment to: **AOPHA, Attn: Sponsorship, 855 South Wall Street, Columbus, Ohio 43206-1921.**

Please make a copy for your records.

Questions? Contact Ted Bauer at tbauer@aopha.org at the AOPHA office for questions or via phone at (614) 444-2882, ext. 32.

FOR AOPHA USE ONLY

Amount: _____ Date Rec'd: _____ Check No.: _____

2009 Build Your Own Sponsorship Order Form

# of Options Available	Value	# of Options Requested	\$ Amount Pledged Options
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1. ANNUAL CONFERENCE SPONSOR OPTIONS

General Session Keynote Speakers	2	8,000	_____	_____
Additional Speakers	3	2,000	_____	_____
Attendee Conference bags	1	4,000	_____	_____
Promotional item - pens, lanyards, etc.	1	3,000	_____	_____
Conference attendee conversation area	2	3,000	_____	_____
Chocolate Fountain	1	8,000	_____	_____
Exhibitor/Annual Awards Reception	2	5,000	_____	_____
CD or Flash Drive of all conference handouts	2	8,000	_____	_____
Sponsor table for 10 at Awards Dinner	40	1,500	_____	_____
Sponsor Reception for Awards Dinner	2	5,000	_____	_____
Sponsor Awards Dinner and program	8	5,000	_____	_____

2. FOPHA (501C3) SPONSOR OPTIONS

Sponsor hole at Golf Event	18	250	_____	_____
Sponsor foursome at Golf Event	25	500	_____	_____
Sponsor beverage cart during Golf Event	2	500	_____	_____
Sponsor lunch or brunch depending on start time	1	1,000	_____	_____
Sponsor beverages during dinner	1	1,500	_____	_____
Sponsor Dinner at annual Golf Event	1	2,500	_____	_____
FOPHA named sponsor for Golf Event	1	3,500	_____	_____
Contribution to FOPHA	<i>unlimited</i>	500	_____	_____
Contribution to FOPHA	<i>unlimited</i>	1,000	_____	_____
Contribution to FOPHA	<i>unlimited</i>	1,500	_____	_____
Contribution to FOPHA	<i>unlimited</i>	2,000	_____	_____
Other Contribution to FOPHA	<i>unlimited</i>	2001 & up	_____	_____

Total

2009 Build Your Own Sponsorship Order Form

# of Options Available	Value	# of Options Requested	\$ Amount Pledged Options
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3. ADDITIONAL PROFESSIONAL DEVELOPMENT OPTIONS*

Sponsor recognition for education program of choice - logo in brochure & signage at event - must identify at least 160 days in advance of program (excluding remaining items listed below)

Marketing, Public Relations and Admissions Conference (2/24/09)	30	1,000	_____	_____
Billing Conference (3/19 & 3/24/09)	2	3,750	_____	_____
Fund Development Conference (4/23/09)	2	2,500	_____	_____
Tales of Transformation: THE GREEN HOUSE® Project (4/30/09)	2	2,000	_____	_____
Legislative Event at the State Capitol (5/12-5/13/09)	2	4,000	_____	_____
Affordable Housing Conference (5/19-20/09)	2	3,750	_____	_____
Ohio Nursing Laws & Rules: Keeping Current (audioconference) (5/21/09)	2	1,000	_____	_____
Senior Living CFO Workshop (6/24/09)	2	3,000	_____	_____
Human Resources Conference (fall 2009)	1	3,000	_____	_____
Additional Unnamed 2009 Seminar Sponsor Options	5	2,500	_____	_____

* This is not an inclusive list of all anticipated opportunities.

4. OTHER OPTIONS

Sponsor for individual Regional Meeting	8	200	_____	_____
Sponsor for series Regional Meetings	4	1,500	_____	_____
Ohio Night Out (in conjunction with AAHSA's Annual meeting - Chicago)	10	2,000	_____	_____
STARS Program - Ad in brochure and recognition at event	8	2,500	_____	_____
Art & Writing Shows - Ad in brochure and recognition at event	8	2,500	_____	_____
Total			_____	_____

2009 Build Your Own Sponsorship Order Form

# of Options Available	Value	# of Options Requested	\$ Amount Pledged Options
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5. AOPHA SERVICE CENTER PREFERRED VENDOR OPTIONS (requires product review and letter or agreement)

Product inclusion in AOPHA Service Center marketing brochure	30	300	_____	_____
Regional Meeting notification	30	500	_____	_____
Vendor's ability to use AOPHA Service Center as a recommended product (requires product review and letter of agreement)	30	500	_____	_____
Develop joint marketing plan with ASC and vendor (Preferred Vendors)	30	3,000	_____	_____
Select Premium Booth Location at Annual Trade Show (Preferred Vendor Only)	30	3,000	_____	_____

6. NAMING RIGHTS SPONSOR OPTION

Naming rights to STARS Program (2 year commitment - name on picture frame)	2	10,000	_____	_____
Naming rights to Art & Writing Program (2 year commitment)	2	10,000	_____	_____
Naming rights to FOPHA Scholarship - Executive Management (5 year commitment)	10	10,000	_____	_____
Naming rights to FOPHA Scholarship - Nursing (5 year commitment)	10	10,000	_____	_____
Naming rights to FOPHA Scholarship - Other than Nursing (5 year commitment)	10	10,000	_____	_____
Naming rights to FOPHA Scholarship - Housing (5 year commitment)	10	10,000	_____	_____
Naming rights to Nurse Management Development Program (2 year commitment)	1	10,000	_____	_____
Naming rights for AOPHA Leadership Training Course (2 year commitment)	1	10,000	_____	_____
Naming rights to AOPHA Resident Forum (2 year commitment)	1	10,000	_____	_____
Total			_____	_____