

OCTA Convention Sponsorship Questions and Answers

1. **Q. What are the exact dates of the convention?**
A. Dates for the convention in Nampa are August 5-10, 2008.
2. **Q. How much financial sponsorship would you like to receive?**
A. The more the better! Ideally, if a company wanted to sponsor a single event, we could sell the rights to it for \$2,000 (we had Commerce Bank in St. Joseph sponsor an event for \$2,000, for instance). They could become the title sponsor for the entire convention for \$10,000. This would include their logo on everything we print, a link on the OCTA & convention website, banners at all of the events, lots of mentions & thank you's from the podium, and I'd think most certainly a special award at the awards banquet (not to mention some free passes to various events/meals).
3. **Q. Are you looking for specific activities to be sponsored? If so, what are they?**
A. Items we could individualize include:
 - a) Author's night
 - b) Awards dinner
 - c) Saturday night event
 - d) Luncheons, and
 - e) The speakers on Wednesday & Friday.Because I'm not familiar with the specific program yet, there could be additional items for sponsorship. For example, in Nebraska this year, they've added a Tuesday night event & a Friday night event.
4. **Q. What sort of visibility does a sponsor get in return?**
A. If they have a banner, we could hang it at the event & ensure they get plenty of notice from the podium & in our printed materials. If they contributed a sponsorship now, we could ensure that everything that went out henceforth indicated that they are a sponsor. If they don't have a banner, we could create one for them. Most local printers can create event banners, and it could be that they'd want to create one for their company & keep it for future events. Some ideas were discussed in item 2 above. I'd certainly be open to other forms of visibility as well; I just haven't thought of anything else. Please tell them we're open to their requests.
5. **Q. When does OCTA need the money?**
A. The sooner the better, but ideally sometime after the 2007 convention (August). I'd really rather leave the definitive answer to Jim & Roger, as they know better than me what expenses they're likely to incur between now & then & when they'll be payable. It'd be great to have some sponsorship seed money this early to allow us to hit the ground running on advertising after the 2007 convention, as well as pay other up-front expenses.
6. **Q. Is there anything else should I tell the potential sponsor?**
A. Please tell them if they'd like me to come & meet with them, I will be there on Friday, April 27. I can answer any questions they might have either in person, via email, or on the phone. Please emphasize that we're amenable to shaping the sponsorship to fit their needs.