



ARHE
ASSOCIATION OF RECOVERY
IN HIGHER EDUCATION



Association of
Alternative Peer Groups

2021 ARHE ARS AAPG CONFERENCE



Virtual Conference
**June 21st –
June 24th, 2021**



WHY SPONSOR A VIRTUAL CONFERENCE?

**Support the missions of
ARHE, ARS, and AAPG**



Improve Engagement



Add categories
Drive web traffic
More information access

Same great audience
across the country

Support the missions of
ARHE, ARS, and AAPG to
help students in recovery

Build relationships



Easy to arrange one-on-one
meetings
Follow-up with leads
almost immediately

Cost Efficiency



Virtual events are cheaper
to sponsor
Less preparation

Organizational Branding



Name and logo across
multiple platforms
Benefits corresponding to
sponsorship level

HOW VIRTUAL SPONSORSHIP WORKS



★ Gold Sponsor



Aatreva

Connect

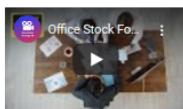
[Chat](#) [View Website](#) [View Booth 905 on Map](#)



Categories

[Cyber Security and Privacy](#) [Gaming](#) [Smart Home](#) [Travel and Tourism](#)

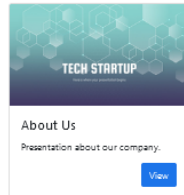
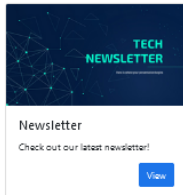
About



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus malesuada non mi vitae ultrices. Proin vestibulum tellus risus, nec accumsan magna mattis quis. Mauris bibendum felis nec nunc gravida fermentum. In metus arcu, porttitor at orci et, efficitur sollicitudin quam. Aenean vitae venenatis metus. In congue mollis nisi, at luctus purus dapibus at. Ut sit amet tristique lorem, sit amet tempor leo. Nam eros eros, semper in erat a, elementum tempor ex.

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Resources



Staff



Rudolfo Gerb



Zelig Allwood

VIRTUAL EXHIBIT BOOTH

CATEGORIES

Select from pre-determined keywords to be grouped with like-minded organizations

ABOUT

Welcome video

Welcome message

RESOURCES

Download, view, or add to tote bag

Videos, images, documents, and more

STAFF

Name and photo of registered staff

Includes profile description and chat availability

VIRTUAL BOOTH OPTIONS:

1 registration included. Discounted exhibitor sponsor registrations are \$150 each with a maximum of 8 registrations.

Member Rate: \$500

Non-Member Rate: \$800

COMPANY INFORMATION

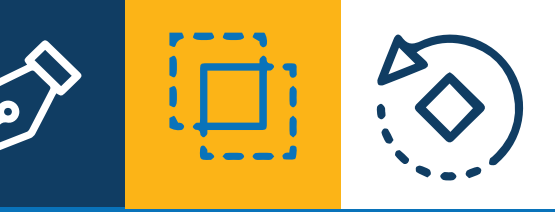
Sponsorship level, name, and logo

CONNECT

Chat with attendees; download public chat log for follow-up

BUSINESS CARD

Attendees can drop off virtual business cards for follow-up
Includes a call-to-action option



Sponsorship Options

***Registrations and Booth only included in Packages. Sponsorship-only includes all level-specific benefits except for registrations or virtual booths. Additional registrations for package sponsorship can be purchased for \$150 each, to a maximum of 8 registrations.

Bronze Level

Bronze Level Benefits:

- ***Virtual Exhibit Booth
- ***Up to 6 registrations
- Listed in the conference program
- 1x resource in the virtual tote bags
- Logo on website
- Priority selection for 2022
- Early bird rates throughout the year
- Social media recognition package – mentioned at least 2x

Member Rates:

Sponsorship Only: \$750

Package: \$1,250

Non-Member Rates:

Sponsorship Only: \$1,050

Package: \$1,550





Silver Level

Silver Level

Silver Sponsor Options:

Volunteer Program
Monday Hub and Lounge
Tuesday Hub and Lounge
Wednesday Hub and Lounge
Thursday Hub and Lounge
Meditation Station
Conference Program

Silver Level Benefits:

- ***Virtual Exhibit Booth
- ***Up to 12 registrations
- ½ -page ad in the conference program
- 1 resource in the virtual tote bags
- Logo on website
- Verbal recognition at least 1x
- Priority selection for 2022
- Early bird rates throughout the year
- Social media recognition package – mentioned at least 4x
- Logo and company info listed on attendee portal

Member Rates:

Sponsorship Only: \$1,750

Package: \$2,500

Non-Member Rates:

Sponsorship Only: \$2,250

Package: \$3,000





Gold Level

Gold Sponsor Options:

Conference Entertainment
Conference Wellness Activities
Conference Mobile App
One Conference Keynote

Gold Level Benefits:

- ***Virtual Exhibit Booth
- ***Up to 18 registrations
- Dedicated ARHE fellow support throughout conference week
- 1-page ad in the conference program, prominent location
- Up to 2 resources in the virtual tote bags
- Logo on website and all conference collateral
- Verbal recognition at least 2x
- Priority selection for 2022
- Early bird rates throughout the year
- Social media recognition package – mentioned at least 8x
- Logo and company info listed on attendee portal

Member Rates:

Sponsorship Only: \$3,250
Package: \$5,000





Diamond Level

Diamond Sponsor Options:

2021 Collegiate Recovery Awards
2021 Exhibit Hall

Diamond Level Benefits:

- ***Premium Virtual Exhibit Booth
- ***Up to 25 registrations
- Dedicated ARHE fellow support throughout conference week
- 2-page ad in the conference program, prominent location
- Up to 3 resources in the virtual tote bags
- Logo on website and all conference collateral
- Verbal recognition at least 3x
- Priority selection for 2022
- Early bird rates throughout the year
- Custom social media recognition package
- Prominent logo and company info at the top of attendee portal
- Sole sponsor of one of the following:
 - Exhibit Hall
 - Collegiate Recovery Awards

Member Rates:

Sponsorship Only: \$7,000
Package: \$10,000

Platinum Level

Member Rate:

Package: \$20,000+

The ARHE Executive Director will work with you directly on benefits. Your organization will be the Presenting Sponsor of the conference, receive Diamond Level benefits, as well as custom additions.





GENERAL ADVERTISING

Website / Digital Advertising

Website logo ads are due ASAP and will be posted upon receipt. Ads will run from purchase date until 2022.

Specifications: All sizes are in pixels. Ads should be 72 dpi and in a png, jpg, or gif format. No Flash (swf) files please.

Platinum, Diamond, Gold, Silver & Bronze: 190 x 140 px.

*All advertisements are full color and need to be camera-ready. Logo/ad is provided to ARHE. Ads must be submitted in the following formats: hi res pdf (fonts embedded), tif, eps (fonts converted to outlines), Quark, InDesign, or PageMaker. (Quark, InDesign and PageMaker will require all support files and fonts to be included.)

Virtual Tote Bag

This provides your organization with the opportunity to share information about your work with the conference attendees! Let them know about giveaway drawings, events, and anything else going on. Sponsors must provide all materials.

Resource suggestions include: introduction or promotional videos, ebooks, magazines, newsletters, whitepapers, case studies, demos, photos, flyers, brochures, catalogs, giveaways or contests, coupons, and more!

Resources must be submitted in the following formats: mp4, jpg, png, hi res pdf (fonts embedded), tif, eps (fonts converted to outlines), Quark, InDesign, or PageMaker. (Quark, InDesign and PageMaker will require all support files and fonts to be included.)

Deadline to submit to ARHE is June 14th, 2021.

Member: \$200

Non-member: \$500

For more information, please contact:

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