

Sponsorship Prospectus

13th ANNUAL

COLLEGIATE RECOVERY CONFERENCE

21st ANNUAL

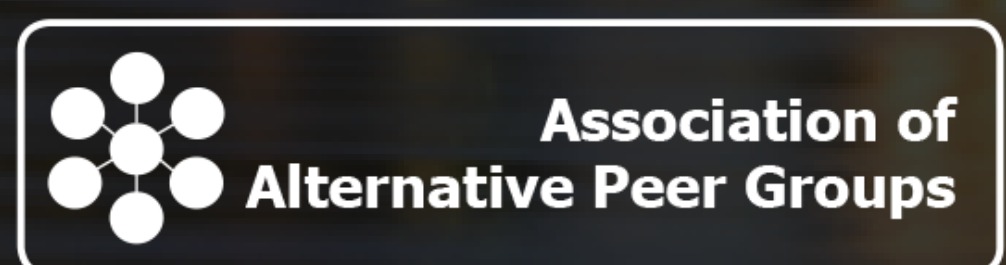
RECOVERY SCHOOLS CONFERENCE

6th ANNUAL

ALTERNATIVE PEER GROUPS CONFERENCE

JUNE 13TH - 15TH, 2022

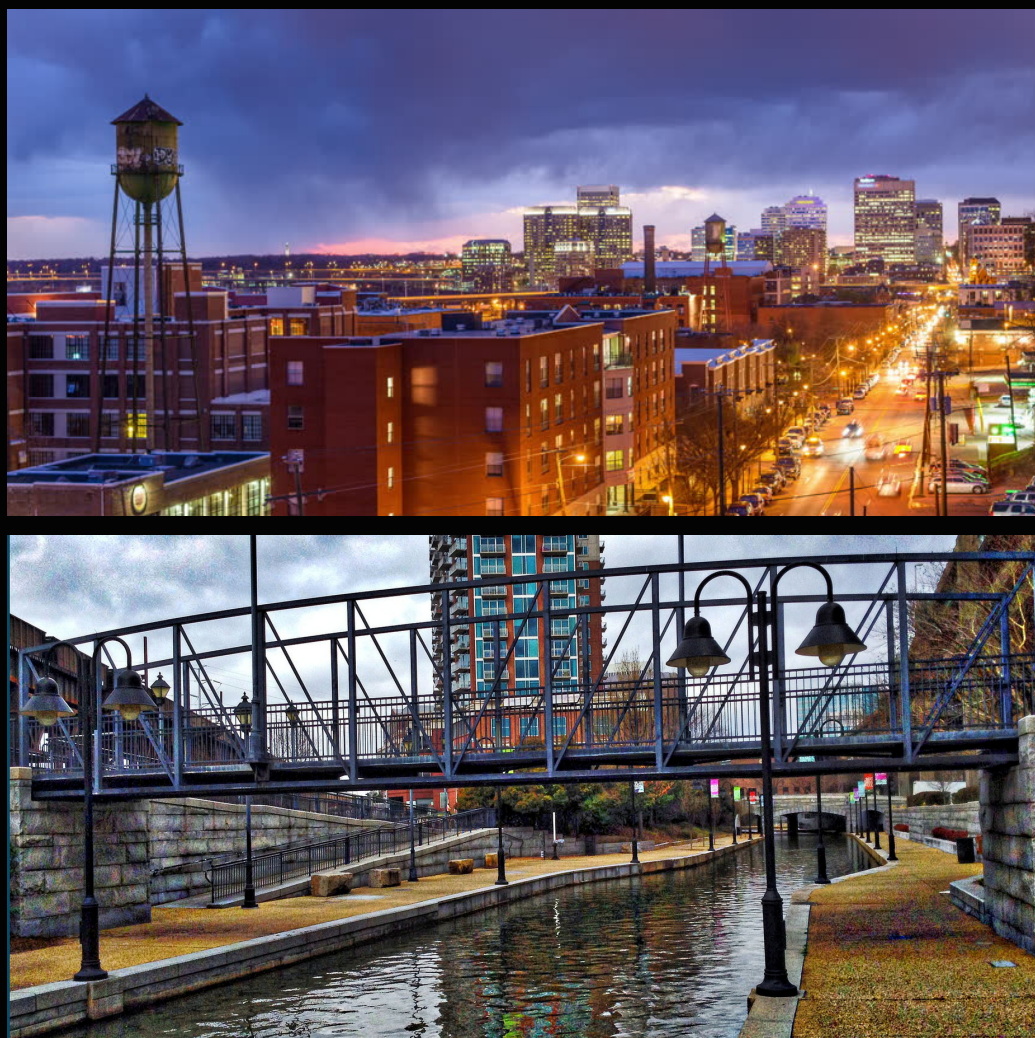
RICHMOND, VA





SPONSORSHIP AT-A-GLANCE

	EXHIBIT SPACE	REGISTRATIONS	ONSITE ADVERTISING	DIGITAL ADVERTISING	ADDITIONAL BENEFITS
★ BRONZE	Regular Booth w/ 2 chairs	2	Logo in program	Logo & 1/8 page ad on website, 2 social media posts	-
★ SILVER	Premium Booth w/ 2 chairs	4	1/4 page ad in program, 1 small Tote Bag item	Logo & 1/4 page ad on website, 4 social media posts	-
★ GOLD	Premium Booth w/ 4 chairs	6	1/2 page ad in program, 1 small Tote Bag item	Logo & 1/2 page ad on website, 6 social media posts	Dedicated Staff
★ RUBY	Deluxe Premium Booth w/ 4 chairs	8	Full page ad in program, 1 lg/2 sm Tote Bag items	Logo & full page ad on website, 8 social media posts	Dedicated Staff, onsite/digital verbal recognition
★ DIAMOND	Deluxe Premium Booth w/ 4 chairs	12	Prominent full page ad, 2 lg. Tote Bag items + MORE	Logo & full page ad on website, custom social media posts	Dedicated Staff, verbal recognition + MORE
★ PLATINUM	Customizable	Customizable	Customizable	Customizable	Will work directly with ARHE on all details.



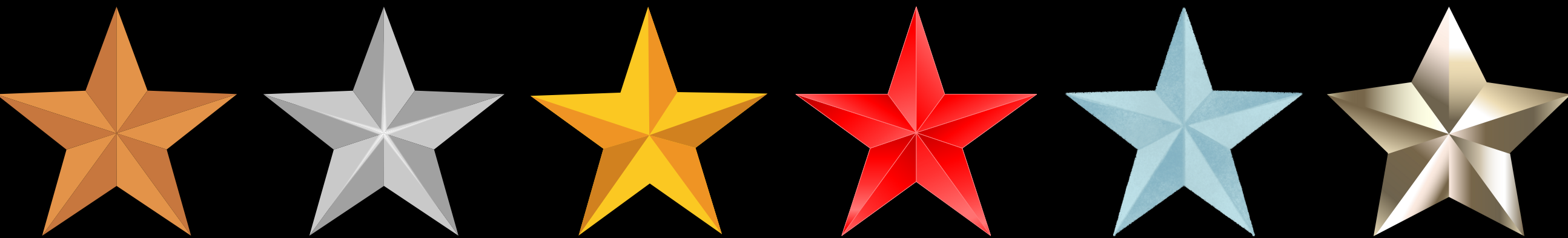


Exhibitor Booth Options

REGULAR Regular booth w/ 2 chairs and one registration package	\$1,000
PREMIUM Regular booth w/ 2 chairs in prominent location and one registration package	\$1,500
DELUXE PREMIUM Large booth w/ 4 chairs in prominent location and one registration package	\$2,000

SPONSORSHIP OPTIONS

***All packages include an onsite exhibit booth and registrations.
***Sponsorship-only includes all level-specific benefits without registrations or booths.
Additional registrations for package sponsors can be purchased for \$250 each, to a maximum of 8 additional registrations.



Additional options are available. **To customize any package** for your needs, please reach out to Kristina Canfield at kristina.canfield@collegiaterecovery.org





Bronze Level

★ Package: \$2,500

Bronze Sponsor Options:

Onsite Program Booklet (x1 available)
Exhibit Hall Scavenger Hunt (x1 available)
Onsite Contest / Giveaway (x3 available)

Sponsorship Only: \$1,500

Bronze Sponsor Benefits:

***Exhibit Space - pkg. includes regular booth w/ 2 chairs
***Registration - pkg. includes 2 registrations
Ribbon displaying sponsorship level
Onsite Program - logo
Onsite Signage for sponsored item
Digital Promotion - logo on website
Social Media - 2 posts
Priority Selection for next year

Silver Level

★ Package: \$5,000

Silver Sponsor Options:

Conference Breakfast (x3 available)
Volunteer Program Coordination (x1 available)
Social Event (x3 available)
Virtual Networking Registry (x1 available)
10 Student Registration Scholarships (unlimited)

Sponsorship Only: \$3,500

Silver Sponsor Benefits:

***Exhibit Space - pkg. includes premium booth w/ 2 chairs
***Registration - pkg. includes 4 registrations
Tote Bag - 1 small item
Ribbon displaying sponsorship level
Onsite Program - 1/4 page ad
Onsite Signage for sponsored item
Digital Promotion - logo on website
Digital Promotion - 1 PDF on conference portal
Social Media - 4 posts
Priority selection for next year





Gold Level

★ **Package: \$7,500**

Gold Sponsor Options:

Conference Lunch (x3 available)
Conference Badges (x1 available)
Meditation / Sensory Room (x1 available)
Recovery Meeting Room (x1 available)
Wellness Activities (x1 available)
Networking Activities (x3 available)
5 CRP Staff Registration Scholarships (unlimited)

Sponsorship Only: \$5,500

Gold Sponsor Benefits:

***Exhibit Space - pkg. includes premium booth w/ 4 chairs
***Registration - pkg. includes 6 registrations
Tote Bag - 1 small item
Ribbon displaying sponsorship level
Onsite Program - 1/2 page ad
Onsite Signage - sponsored item & some conference collateral
Digital Promotion - logo on website & some conference collateral
Digital Promotion - 1 PDF or 1 video (100 MB) on conference portal
Social Media - 6 posts
Priority selection for next year





Ruby Level

★ Package: \$10,000

Ruby Sponsor Options:

- Lanyards (x1 available)
- Conference Swag (x1 available)
- Sunday Cookout (x1 available)
- Conference Keynote (x4 available)
- Collegiate Recovery Town Hall (x1 available)
- Mobile App (x1 available)

Sponsorship Only: \$7,500

Ruby Sponsor Benefits:

- ***Exhibit Space - pkg. includes deluxe premium booth w/ 4 chairs
- ***Registration - pkg. includes 8 registrations
- Dedicated staff / volunteer
- Tote Bag - 1 large or 2 small items
- Ribbon displaying sponsorship level
- Onsite Program - full page ad
- Onsite Signage - sponsored item & some conference collateral
- Digital Promotion - logo on website & some conference collateral
- Digital Promotion - 1 PDF and 1 video (300 MB) on conference portal
- Mention in a recorded welcome video
- Verbal Recognition in person
- Social Media - 8 posts
- Priority selection for next year





Diamond Level

★ **Package: \$20,000**

Diamond Sponsor Options:

- Awards Ceremony (x1 available)
- Virtual Sessions / Virtual Conference Portal (x1 available)
- Exhibit Hall (x1 available)

Sponsorship Only: \$15,000

Diamond Sponsor Benefits:

- ***Exhibit Space - pkg. includes deluxe premium booth w/ 4 chairs
- ***Registration - pkg. includes 12 registrations
- Dedicated staff / volunteer
- Tote Bag - 2 large items
- Ribbon displaying sponsorship level
- Onsite Program - prominent full page ad
- Onsite Signage - all conference collateral
- Digital Promotion - logo on website & all conference collateral
- Digital Promotion - 2 PDF and 1 video (500 MB) on conference portal
- Mention in a recorded welcome video
- Mention at beginning / end of each pre-recorded session
- Verbal Recognition in person
- Social Media - 8 posts
- Priority selection for next year





Platinum Level

★ Package: \$30,000

The ARHE Executive Director will work with you directly on your package benefits and details. Your organization will receive all Diamond level benefits, as well as custom additions. Please reach out for additional information.

GENERAL ADVERTISING

*General advertising options are priced a la carte

Onsite Program Advertising

Full Page Advertisement	\$800
Half Page Advertisement	\$450
Quarter Page Advertisement	\$250

Digital Advertising

Video Advertisement on Portal	\$750
PDF Document on Portal	\$500
Logo on Website	\$250

Tote Bag Inserts

Item / Resource in tote bags or on resource table	\$500
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Marketing Specifications

Advertisements

All advertisements must be full colour and need to be camera-ready.

Print advertisements must be submitted in the following formats: hi res pdf (fonts embedded), tif, eps (fonts converted to outlines), Quark, Indesign, PageMaker. (Quark, Indesign and PageMaker will require all support files and fonts to be included)

Digital advertisements must be submitted in the following formats: jpg, png, or gif. No Flash (swf) files please. Ads should be 72 dpi or greater.

PDF portal documents must be in a high resolution PDF format. Maximum file size is 10 MB.

Video advertisements must be submitted in the following formats: mp4. Maximum video size is dependent on sponsor level, but ranges from 100 MB, 300 MB, or 500 MB.

Website logos are due ASAP and will be posted upon receipt. The recommended size for logos is 700px by 210px. The maximum logo size is 1000px by 1000px. PNG files with transparent backgrounds are preferred.

The deadline to submit all advertising assets is Friday, May 13, 2022.

Tote Bag Inserts

Tote bag inserts provide your organization with the opportunity to share information about your work with the conference attendees! Let them know about giveaway drawings, presentations, events, and anything else going on. Sponsors must provide all materials. Estimated number of items is 1,000 - 1,250.

Deadline to receive tote bag inserts is Friday, June 3, 2022.

For more information, please contact:

Kristina Canfield

Association of Recovery in Higher Education (ARHE)

kristina.canfield@collegiaterecovery.org

740.274.9100

Where to Submit

All advertising assets must be sent by email to Kristina Canfield.

Instructions on physical asset mailing will be sent prior to the conference.

