

# Sponsorship Prospectus

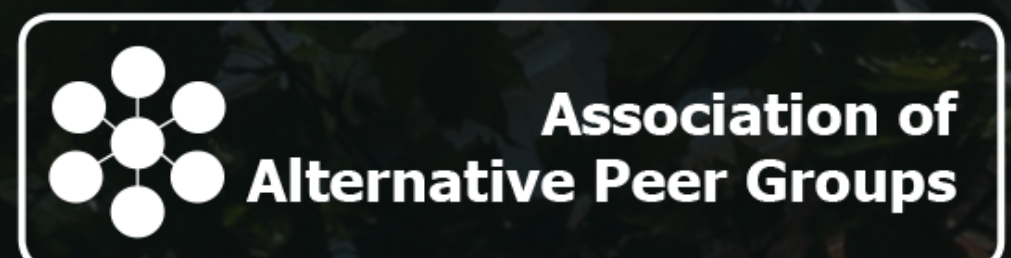
**2023 ARHE/ARS/AAPG  
ANNUAL CONFERENCE**

**&**

**HECAOD NATIONAL  
MEETING**

**JUNE 25TH - 28TH, 2023**







**COLUMBUS, OH**



**Higher Education Center**  
for Alcohol and Drug Misuse Prevention and Recovery



# SPONSORSHIP AT-A-GLANCE

	EXHIBIT SPACE	REGISTRATIONS	ONSITE ADVERTISING	DIGITAL ADVERTISING	ADDITIONAL BENEFITS
 <b>BRONZE</b>	Regular Booth w/ 2 chairs	2	Logo in program, 1 small Tote Bag item	Logo & 1/8 page ad on website, 2 social media posts	-
 <b>SILVER</b>	Premium Booth w/ 4 chairs	4	1/4 page ad in program, 1 small Tote Bag item	Logo & 1/4 page ad on website, 4 social media posts	-
 <b>GOLD</b>	Premium Booth w/ 4 chairs & electricity	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, sponsored session
 <b>RUBY</b>	Double Premium Booth w/ 4 chairs & electricity	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, sponsored session, + MORE
 <b>DIAMOND</b>	Double Premium Booth w/ 4 chairs & electricity	12	Prominent full page ad, 2 lg. Tote Bag items + MORE	Logo & full page ad on website, custom social media posts	Dedicated Staff, sponsored session, + MORE
 <b>PLATINUM</b>	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/ 4 chairs in prominent location and one registration package \$1,500  
(additional chairs may be possible upon request)

*\*\*Electricity can be purchased for any booth for an additional \$250*

# 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 \$275 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](mailto:kristina.canfield@collegiaterecovery.org)







## Bronze Level

★ Package: \$2,500

### Bronze Sponsor Options:

- Exhibit Hall Scavenger Hunt (x1 available)
- Onsite Contest / Giveaway (x3 available)
- 1 CRP Staff Registration
- Scholarship (unlimited)

Sponsorship Only: \$1,500

### Bronze Sponsor Benefits:

- \*\*\*Exhibit Space - pkg. includes regular booth w/ 2 chairs
- \*\*\*Registration - pkg. includes 2 registrations
- Tote Bag - 1 small item
- 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:

- Coffee / Snacks All Day (x3 available)
- Social Event (x3 available)
- Volunteer Program Coordination (x1 available)
- 10 Student Registration Scholarships (unlimited)

Sponsorship Only: \$3,500

### Silver Sponsor Benefits:

- \*\*\*Exhibit Space - pkg. includes premium booth w/ 4 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 Hot Breakfast (x3 available)
- Conference Badges (x1 available)
- Meditation / Sensory Room (x1 available)
- Recovery Meeting Room (x1 available)
- Wellness Activities (x1 available)
- Networking Activities (x3 available)
- Onsite Program Booklet (x1 available)
- 5 CRP Staff Registration Scholarships (unlimited)

Sponsorship Only: \$5,500

## Gold Sponsor Benefits:

- \*\*\*Exhibit Space - pkg. includes premium booth w/ 4 chairs AND electricity
- \*\*\*Registration - pkg. includes 6 registrations
- 60-minute sponsored session
- 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
- Social Media - 6 posts
- Priority selection for next year



**Higher Education Center**  
for Alcohol and Drug Misuse Prevention and Recovery





## Ruby Level

★ **Package: \$10,000**

### Ruby Sponsor Options:

- Conference Catered Lunch (x3 available)
- Lanyards (x1 available)
- Conference Swag (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 a double-size premium booth w/ 4 chairs AND electricity
- \*\*\*Registration - pkg. includes 8 registrations
- Dedicated staff / volunteer
- 60-minute sponsored session
- 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
- Mention in a recorded welcome video
- Verbal Recognition in person
- Social Media - 8 posts
- Priority selection for next year



**Higher Education Center**  
for Alcohol and Drug Misuse Prevention and Recovery





# 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 a double-size premium booth w/ 4 chairs AND electricity
- \*\*\*Registration - pkg. includes 12 registrations
- Dedicated staff / volunteer
- 60-minute sponsored session
- 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
- 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



**Higher Education Center**  
for Alcohol and Drug Misuse Prevention and Recovery





# 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.

# ARHE SCHOLARSHIP FUND



# Scholarship Sponsor



Want to sponsor the conference but can't attend? Give to the ARHE Scholarship fund to help students / staff attend the conference!

Scholarships will be used to cover conference registration, on-campus accommodations, travel stipends, and/or airfare. Mix and match, or indicate how you'd like your scholarship dollars spent!

Suggested Sponsorship amounts:

\$500	One full conference attendee registration or two student registrations
\$750	One registration + partial travel stipend
\$1000	One registration + on-campus accommodations
\$2000	One registration + on-campus accommodations + airfare

Not going to use all of your package registrations? Bronze, Silver, Gold, Ruby, Diamond, and Platinum-level sponsors may also donate their unused registrations to the scholarship fund!







# 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

PDF Document on Portal	\$500
Logo on Website	\$250

## Tote Bag Inserts

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



### 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 750-800.

**Deadline to receive tote bag inserts is Friday, June 16, 2023.**







## Marketing Specifications

---

### Advertisements

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

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

**PDF portal documents** must be in a high resolution PDF format. Maximum file size is 10 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 12, 2023.**

### 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.

*For more information, please contact:*

**Kristina Canfield**

Association of Recovery in Higher Education (ARHE)

[kristina.canfield@collegiaterecovery.org](mailto:kristina.canfield@collegiaterecovery.org)

740.274.9100



**Higher Education Center**  
for Alcohol and Drug Misuse Prevention and Recovery