



Be Prepared
Ohio

Monday, September 22, 2008

Sharonville Convention Center
11355 Chester Road
Cincinnati, OH 45246

Sponsorship Opportunities

Contact:

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Be Prepared Ohio

EVENT DETAILS

Be Prepared Ohio
Monday, September 22, 2008
8:00 AM - 4:00 PM
Sharonville Convention Center
11355 Chester Road
Cincinnati, OH 45246

Attendance: 500 people with functional needs, older adults, caregivers, and service providers will attend from the 5 counties in Southwestern Ohio, Butler, Clermont, Clinton, Hamilton and Warren.

Admission: Free Admission: includes continental breakfast and lunch

PURPOSE

Be Prepared Ohio will inform and empower people with functional needs about how to be better prepared in case of an emergency.

Be Prepared Ohio is the first ever event in Southwestern Ohio where first responders, emergency management authorities, public health agencies, service providers and those with functional needs will learn and share together on how to become better prepared.

General Facts about adult population over 60 years of age

- There are over 324,000 older adults in Southwestern Ohio
- Over a third of the population has a disability in a daily living task.
- There are 50,000 caregivers in the tri-state providing just over one billion dollars of unpaid care for older adults.
- The number of available caregivers per frail older adult is half of what it was in 1970, putting a much greater strain on caregivers and long term care services.
- The older population in America currently represents 70% of the financial assets and 50% of discretionary spending, yet only represent 5% of advertising targets.
- Currently 13% of the workforce is over age 55 and is expected to grow to more than 20% by 2015.

BUDGET

Convention Center Rental	\$ 4,000
Publicity	\$ 9,000
Education	\$ 9,000
Transportation	\$ 9,000
Meals	\$ 14,000
Total	\$45,000

Sponsorship Opportunities

PRESENTING SPONSORSHIP

\$10,000 (Only one Sponsorship)

BENEFITS OF SPONSORSHIP

- Exclusive Rights to the event and name integrated into all marketing materials.
- Titled: “*Be Prepared Ohio*” Presented by “*YOUR BUSINESS*”.
- Company logo/name on “*Be Prepared Ohio*” brochure.
- Information Table in exclusive location at Sharonville Convention Center for “*Be Prepared Ohio*” event.
- Full page ad on Back Cover of program booklet.
- Listing as Presenting Sponsor in program booklet.
- Your representative will deliver a 5-minute welcome before the presentation of the Keynote presenter.
- “*YOUR BUSINESS*” will be thanked at the Opening of the “*Be Prepared Ohio*” event.
- “*YOUR BUSINESS*” logo will be printed on one side of 500 give-away bags.
- “*YOUR BUSINESS*” in all advertising spots on radio and television.
- “*YOUR BUSINESS*” logo and link to your website on COA’s website for 6 months out of the year.

GOLD SPONSORSHIP

\$5,000

BENEFITS OF SPONSORSHIP

- Information table location at Sharonville Convention Center for “*Be Prepared Ohio*” event.
- Company logo/name on “*Be Prepared Ohio*” Brochure.
- Full page ad on Inside Front Cover of the program booklet.
- Listing as Gold Sponsor in program booklet.
- Your business will be thanked at the Opening of “*Be Prepared Ohio*” event.
- “*YOUR BUSINESS*” logo will be printed on one side of 500 bags.
- “*YOUR BUSINESS*” logo and link to your website on COA’s website for 6 months out of the year.

Sponsorship Opportunities

SILVER SPONSORSHIP

\$2,000

BENEFITS OF SPONSORSHIP

- Information Table at Sharonville Convention Center for “*Be Prepared Ohio*” event.
- Company logo/name on “*Be Prepared Ohio*” brochure.
- Full page ad in “*Be Prepared Ohio*” program booklet.
- Listing as Silver Sponsor in “*Be Prepared Ohio*” program booklet.
- “*YOUR BUSINESS*” will be thanked at the Opening “*Be Prepared Ohio*” event.
- “*YOUR BUSINESS*” logo and link to your website on COA’s website for 6 months out of the year.

BRONZE SPONSORSHIP

\$1,000

BENEFITS OF SPONSORSHIP

- Information Table at Sharonville Convention Center for “*Be Prepared Ohio*” event.
- Company logo/name on “*Be Prepared Ohio*” brochure.
- 1/2 page ad in “*Be Prepared Ohio*” program booklet.
- Listing as Bronze Sponsor in “*Be Prepared Ohio*” program booklet.
- Your business will be thanked at the Opening “*Be Prepared Ohio*” event.
- “*YOUR BUSINESS*” logo and link to your website on COA’s website for 6 months out of the year.