

Sponsorship Opportunities 2020

at the Oregon Gerontological Association's 2020 Virtual Annual Conference

“Older Adults and Emergencies: Lessons Learned and Looking Forward”

Pandemics, natural disasters such as earthquakes, fires, floods, extreme heat events, and other emergencies are difficult for everyone involved. Many older adults face additional challenges at these times due to, for example, physical limitations, chronic health conditions, limited financial means, isolation, cognitive impairment, or a lifetime of racial injustice. Conversely, many older adults play a large part in overcoming the obstacles associated with emergencies through financial or in-kind donations, caring for family members, and supporting recovery efforts. In fact, the World Health Organization (WHO, 2008) points out that, *“Including older persons in planning for and responding in emergencies thus benefits the whole community.”*¹

This year, as we are amidst one of these disasters, the COVID-19 pandemic, the Oregon Gerontological Association (OGA) is planning a series of webinars to replace our in-person 2020 annual conference. Our theme is “Older Adults and Emergencies: Lessons Learned and Looking Forward.” The series will focus on pandemics, natural disasters and other emergencies, and how we can best plan for, support and engage older adults when catastrophe hits. Foregrounding the sessions will be issues related to diversity and equity. Join us for a wide variety of thought-provoking and interactive sessions designed for aging services providers, long-term care facility staff, policymakers, advocates, first responders, caregivers, businesses focused on older adults, researchers and educators.

Five professionally produced virtual sessions will be held on Friday mornings in October from 9:30 am-12:00 pm. Each session will feature two or more speakers and include two hours of content plus extra time for a 15-minute break, introductions, and sponsor acknowledgements/presentations. (Continuing Education credits are pending.)

If you are interested in becoming a sponsor, please visit our sponsor page at www.oregongero.org/conference-sponsors-2020 or contact us at oregongero@gmail.com.

¹ WHO (2008). Older persons in emergencies: An active ageing perspective.

Download the PDF at: bit.ly/Aging-Emergencies

Tentative Program

October 2

Disasters, Older Adults, and Health Disparities

Part 1: Keynote – A National Perspective

- Sue Anne Bell, Assistant Professor, Department of Systems, Populations and Leadership, University of Michigan School of Nursing

Part 2: Panel – Perspectives from Oregon

- Ruby Houghton Pitts, Director, AARP Oregon
- TBN

October 9

Using the Age-Friendly Framework for Improving Emergency Preparedness and Response

- Bandana Shrestha, Engagement Director, AARP Oregon
- Alan DeLaTorre, Age-Friendly Program Manager, Bureau of Planning and Sustainability, City of Portland, OR
- Marilyn Daily, Director, Center 50+, Salem, OR
- Chuck Bennett, Mayor of Salem, OR (Invited)

October 16

Lessons from the Field: Natural Disasters and Older Adults

Part 1: Panel – The Impact of Fires, Earthquakes, and Tsunamis on Older Adults, and the Role of Media Coverage in Disasters

- Jennifer Masotja, Emergency Manager, Multnomah County, OR
- Bob Wise, Vice President/General Manager, KOBI TV, Medford, OR
- Patricia Johnson, Emergency Volunteer Corps of Nehalem Bay, OR

Part 2: A Diamond in the Rough: A Mapping Tool for Equitable Emergency Response

- Jennifer Masotja, Emergency Manager, Multnomah County, OR

October 23

Oregon's Response to COVID-19 and Older Adults in Licensed Settings

- Jack Honey, Manager, Safety, Oversight & Quality, Aging and People with Disabilities (APD), Oregon Department of Human Services – The View from APD
- Fred Steele, Director, Office of the Long-Term Care Ombudsman – The View from the Long-Term Care Ombudsman Program
- Kimberly Fuson, Chief Exec. Officer, Cedar Sinai Park, Portland, OR – The View from the Field

October 30

Loss and Grief in Times of Disasters – Existential and Emotional Aspects of Being Mortal

- Elizabeth Johnson, Executive Director, The Peaceful Presence Project, Bend, OR
- Kera Magarill, Older Adult Behavioral Health Specialist, Washington County, OR
- Deborah Threadgill, Threadgill's Memorial Services, Beaverton, OR

2020 OGA Conference Sponsor Levels

There are three levels of sponsorship for the 2020 Virtual Annual Conference of the Oregon Gerontological Association: Supporting Sponsor, Session Sponsor, and Series Sponsor. Higher-level sponsorships include all benefits of the lower-level sponsorships.

The *virtual* OGA's 2020 conference brings special benefits for sponsors. These include:

- **High visibility:** Attendees' attention is focused on the screen. Also, sessions will be professionally produced and recorded for subsequent access by registrants.
- **Access to target audience:** Emails with sponsor information reach 900+ contacts.
- **Minimal effort:** A slide with sponsors' names and logos during the break and at the end of the session, along with pre-recorded promotional spots for Session Sponsors and the Series Sponsor, replace staffed exhibit tables.

LEVEL 1 = Supporting Sponsor: \$150 per session

Supporting Sponsors can choose to sponsor up to five sessions:

1 session= \$150; 2 sessions= \$300; 3 sessions= \$450; 4 sessions= \$600; 5 sessions= \$750

- Supporting Sponsors' names/logos will be displayed in a footnote in all outgoing emails advertising the session(s) they are associated with.
- Supporting Sponsors' names/logos will be displayed on OGA's website with the description of the session(s) the sponsorship is associated with.
- Supporting Sponsors' names/logos will be displayed on one slide (together with all other Supporting Sponsors) which will run during the break and at the end of the session(s) the sponsorship is associated with.
- Supporting Sponsors' names/logos will be included in an "OGA Thanks All 2020 Conference Sponsors!" email sent after the conference series.
- Supporting Sponsorship includes complementary registration for *one person* for the session(s) the sponsorship is associated with.
- A Supporting Sponsor of all five sessions (\$750) will receive one complementary organizational OGA membership (including *three* individual memberships) for *one* year.

LEVEL 2 = Session Sponsor: \$1,000 per session

Session Sponsors can choose to sponsor up to four sessions (\$1,000 - \$4,000); any Session Sponsor of four sessions will automatically be a sponsor of the fifth session at no additional cost! Up to four Session Sponsorships per session are available on a first-come, first-served basis.

- ***This level includes all benefits of Supporting Sponsors, plus:***
- Session Sponsors can provide a 30-second pre-recorded promo spot to be run at the beginning of the session(s) the sponsorship is associated with.
- Session Sponsors' names/logos will be shown on screen during presentations.
- In the "OGA Thanks All 2020 Conference Sponsors!" email following the conference, a Session Sponsor can add a 100-word introduction text of their organization and up to two links (e.g., to their website and promotional video).
- Session Sponsors can provide one slide (not shared with other sponsors) with their information to be run during the break and at the end of the session(s).
- Session Sponsorship includes complementary registration for *three people* for the session(s) the sponsorship is associated with.
- Session Sponsors will receive one complementary organizational OGA membership (including *three* individual memberships) for *one year*.

LEVEL 3 = Series Sponsor: \$5,000

- ***This level includes all benefits of Supporting and Session Sponsors, plus:***
- Series Sponsors will receive one complementary organizational OGA membership (including *five* individual memberships) for *two years*.
- Series Sponsors get five minutes of "airtime" (live or pre-recorded) at each session to introduce their organization.
- Series Sponsors receive a list of attendees and their email addresses for all five sessions, except for any attendees who opt out of receiving sponsor emails.
- After the conference, Series Sponsors will be acknowledged in a thank-you footnote in *all* outgoing OGA emails for *6 months* (November 2020 – April 2021).