



Sponsorship Opportunities 2021

at the Oregon Gerontological Association's 2021 Virtual Annual Conference

Resolve, Resilience, Renewal: Responding to the Present and Reimagining the Future

**The last four Friday mornings in October:
Oct. 8, 15, 22, and 29, from 9:30am to 12:00pm**

Since March 2020, we have faced multiple crises in Oregon, including the COVID-19 pandemic, wildfires, economic losses, and intensified racial inequity and injustice. In this year's virtual annual conference, the Oregon Gerontological Association (OGA) will provide thoughtful and dynamic content exploring the ways older adults and their families, as well as professionals and aging-services organizations, have been affected by and are recovering from the global pandemic and other disasters. We will explore individual, organizational, and system-level tools/resources – including some promising new ones being developed – to support older adults, and those who serve them, through difficult times.

This four-part conference series is designed for aging services providers, long-term care facility staff, policymakers, advocates, caregivers, businesses serving older adults, students, researchers, educators, older adults themselves, and other interested community members. From the comfort of their own homes or offices, attendees are invited to engage in any or all of the four professionally produced, interactive sessions. Each session will feature multiple experts in the field of aging, and attendees will see themes of diversity, equity, and inclusion woven throughout the program. While most presentations will focus on Oregon and SW Washington, presenters from other states also will share national data and best practices for exemplary programs.

Each session will include two hours of content, plus an additional 30 minutes for introductions, sponsor acknowledgements/presentations, and a break. CEUs and certificates of attendance will be available. All sessions will be recorded and made available to all registrants after the conference.

**For more information, please visit our website (www.oregongero.org)
or contact us at oregongero@gmail.com!**

Preliminary Program

October 8

Resilience Through Humor and Storytelling

- **Warm-up with Laughter Yoga** – Sarah Rolerkite (Washington State University, Vancouver, WA)
- **What's so Funny? Humor Theory and Research** – Ann McQueen, PhD (Oregon Dept. of Human Services, Salem, OR)
- **Laughing & Learning with Laughter on Call** – Dani Klein Modisett (Laughter on Call, Los Angeles, CA)
- **Story Medicine – How Stories and Storytelling Entertain, Educate, and Build Stronger Communities and Resilient Individuals** – Tim Carpenter (EngAGE, Burbank, CA) & Will Hornyak (formerly Marylhurst University, Marylhurst, OR)

October 15

Just Surviving or Thriving? Coping Among Diverse Older Adults

- **Vulnerability and Resilience: A Qualitative Study of Diverse Voices from the COVID-19 Coping Study** – Jessica Finlay, PhD, & Marisa Eastman (University of Michigan, Ann Arbor, MI)
- **African American Seniors' Resilience During a Pandemic** – Judy Knowls Boyer (AARP N/NE Chapter 5264 Portland Metro Area)
- **The Effects of COVID-19 on Communities of Color** – Maria Caballero Rubio (Centro Cultural, Cornelius, OR) & Ruth Zúñiga, PhD (Pacific University, Hillsboro, OR)

October 22

Reimagining Long-Term Care in Times of COVID and Beyond

- **A Call for Collaboration Among Long-Term Services and Supports, Health Care Systems, and Public Health** – Robyn Stone, DrPH (LeadingAge LTSS Center @UMass Boston, Boston, MA), Courtney Van Houtven, PhD (Duke University, Durham, NC), Nathan Adam Boucher, DrPH (Duke University, Durham, NC), & Walter Dawson, DPhil (Portland State University; Oregon Health & Science University, Portland, OR)
- **Reaction Panel: Perspectives from Oregon** – Lynette Caldwell (Oregon Dept. of Human Services, Salem, OR), Ana Potter (Oregon Dept. of Veterans Affairs, Salem, OR), & Kimberly Fuson (Cedar Sinai Park, Portland, OR)

October 29

Strengthening Community and Connectedness in the Midst of a Pandemic

- **Addressing Social Isolation in Nursing Homes** – Anabel Pelham, PhD (Center for Age Friendly Excellence, Bend, OR) & Elizabeth Johnson (The Peaceful Presence Project, Bend, OR)
- **Addressing the Digital Divide Among Culturally Diverse, Linguistically Isolated, Low Income Older Adults: A Model** – Pauline Martinez, Doctoral Student (University of California, Davis, CA)
- **Warm and Caring Neighbors Who Have Become Friends** – Lyn Trainer & Nancy Doty (Villages NW, Portland, OR)

2021 OGA Conference Sponsor Levels

Three levels of sponsorship are available for the 2021 Virtual Annual Conference of the Oregon Gerontological Association: Series Sponsor, Session Sponsor, and Supporting Sponsor. The higher-level sponsorships include all the benefits of the lower-level sponsorships.

This conference brings special benefits for sponsors:

- **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 1000+ contacts.
- **Minimal effort:** A slide with sponsors' names and logos during the break and at the beginning and end of the sessions, along with pre-recorded promotional videos for Session Sponsors and Series Sponsors, replace staffed exhibit tables.

LEVEL 1 = Supporting Sponsor: \$150 per session

Supporting Sponsors may choose to sponsor one, two, three, or all four sessions: 1 session= \$150; 2 sessions= \$300; 3 sessions= \$450; 4 sessions= \$600.

- 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 beginning and end of the session(s) the sponsorship is associated with.
- Supporting Sponsors' names/logos will be included in an "OGA Thanks All 2021 Conference Sponsors!" email sent after the conference series.
- Supporting Sponsorship includes *one* complementary "ticket" per sponsored session (e.g., a Supporting Sponsor of two sessions will receive two tickets). The ticket(s) may be used to attend any of the four sessions.
- A Supporting Sponsor of all four sessions (\$600) will receive one complementary organizational OGA membership (which includes *three* individual memberships) for *one* year.

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

Session Sponsors may choose to sponsor one, two, three, or all four sessions (\$1,000 - \$4,000). A maximum of 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 may provide a 30-second pre-recorded welcome/promotional video to be run at the beginning of the sponsored session(s).
- In the “OGA Thanks All 2021 Conference Sponsors!” email following the conference, a Session Sponsor may add a 100-word introduction to their organization and up to two links (e.g., to their website and promotional video).
- Session Sponsors may provide one slide (not shared with other sponsors) with their information to be run during the break.
- Session Sponsorship includes *three* complementary “tickets” per sponsored session (e.g., a Session Sponsor of two sessions will receive six tickets). The tickets may be used to attend any of the four sessions.
- 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 a total of *twenty* complementary “tickets” that may be used to attend any of the four sessions and one complementary organizational OGA membership including *five* individual memberships for *two years*.
- Series Sponsors get five minutes of “airtime”(live or pre-recorded) at the beginning of each session to introduce their organization.
- Series Sponsors receive a post-event registrant list for all four sessions, except for any registrants 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 2021 – April 2022).

Please contact us at oregongero@gmail.com to become a sponsor or for more information!