

OPEN SPACE

CONFERENCE

2018

Conservation in a Time of Change

Sponsorship levels & benefits

We expect 500 Bay Area parks, trails, open space, working lands, and recreation leaders to attend at the Craneway Pavilion in Richmond, CA on Thursday, May 10, 2018. As a sponsor, you will get significant exposure to the thousands of people who work to preserve, steward, manage, and connect people to the nearly 1.4 million acres of protected lands in the Bay Area.

	LEAD	REGIONAL	ECOSYSTEM	WATERSHED	PARK
Color ad in print booklet	full page	full page	1/2 page	1/4 page	1/8 page
Conference tickets	10 tickets	7 tickets	5 tickets	3 tickets	2 tickets
Recognition on website, e-news, and at conference	Prominent logo	2 nd tier logo	3 rd tier logo	4 th tier logo	Name Listed
Speaking opportunity	5 minutes	-	-	-	-
Exhibitor table	high-traffic location	high-traffic location	medium-traffic location	medium-traffic location	-
Social media posts	YES	YES	YES	-	-
Sponsor of Leadership Development Program	YES	YES	YES	-	-
List of attendees	Upon request	Upon request	Upon request	-	-
Open Space Council blog story	500-word story	300-word story	-	-	-
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000

PRINTED BOOKLET: Sponsors provide the ad artwork and logo files by April 19, 2018. Specifications are provided on the following page.

ONLINE AUDIENCE REACH - 100,000 PEOPLE: Your logo or organization name listed on our website, e-newsletter, blog, Facebook, Twitter, and Instagram pages.

SPEAKING OPPORTUNITY: Five minutes on the conference agenda to address the 500 attendees from the podium.

EXHIBITORS: All exhibitors will be listed in the printed program and on our website conference page.

LEADERSHIP DEVELOPMENT PROGRAM: Help provide access to the conference for young adults ages 18-25 interested in land conservation careers and networking opportunities. Sponsors at this level will be recognized separately.

NEW THIS YEAR! LIST OF ATTENDEES: Receive a list of attendees' names and organizations 2-3 weeks before the conference.

NEW THIS YEAR! FEATURED STORIES ON BLOG: Dedicated feature about your work prior to the conference.

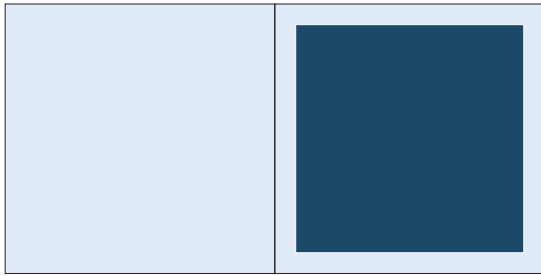


CONTACT: Melanie Hogan | (510) 809-8009 ext. 252 | melanie@openspaceconference.org

SIGN UP: bit.ly/2018OSCsponsorship

openspacecouncil.org/conference

Conference booklet ads

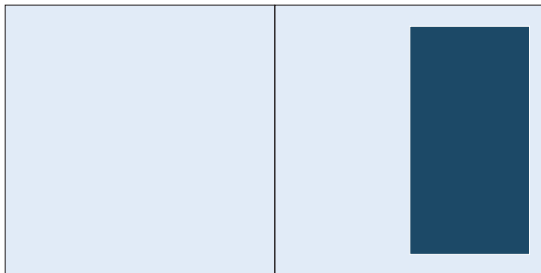


LEAD & REGIONAL LEVEL SPONSORS

full page ad

color

7.5" x 7.5"

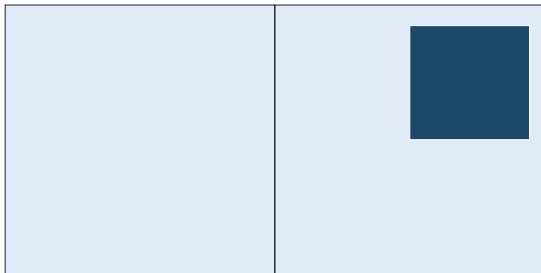


ECOSYSTEM LEVEL SPONSOR

half page ad vertical

color

3.75" x 7.5"

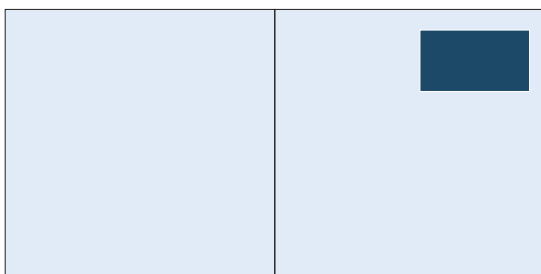


WATERSHED LEVEL SPONSOR

quarter page ad

color

3.75" x 3.75"



PARK LEVEL SPONSOR

1/8 page ad

color

3.5" x 1.75"

AD SUBMISSIONS: Press-ready PDF preferred. High-resolution image file also accepted. Please don't send Powerpoint/Word files.

Name your ad file: organizationname-sponsorlevel-date.pdf. So for example altnps-watershed-feb20.pdf.

Please no spot Pantone colors, RGB colors, or low-resolution images. None of the files need to have bleeds. Files may be sent with or without crop marks. If you need help with your ad file creation, contact lilli@keinaenen.com. Ads can be created for you for an hourly fee. Please also send your logo in a vector format (ai, eps, PDF) or high-resolution image file (1 mb+ file size indicates high resolution).

BLOG STORY SPECS FOR LEAD AND REGIONAL SPONSORS: Lead Sponsors can submit a 500-word story and Regional Sponsors a 300-word story to be featured on our blog by April 1, 2018. The content should focus on how your organization has partnered with regional open space, park, public land, and/or sustainable working land communities to achieve common goals or recent success stories borne from these partnerships. In addition, please include why you've chosen to support the Open Space Conference.



BAY AREA OPEN SPACE COUNCIL