



Marketing & Sponsorship Brochure

Mission Statement: The Ontario Association of Residences Treating Youth, through its member agencies, promotes the provision of high quality residential (group & foster care) for vulnerable children, youth, young adults and their families.



**Ontario Association of
Residences Treating Youth**

Centre of Excellence for Residential Care in Ontario

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About the Residential Care Sector

Residential care refers to treatment and care provided to adults or children who stay in a residential setting rather than in their own home or family home. Residential care can be short term or long term and, in some cases, can be permanent. The level and type of care varies depending on the reason for entering care (such as child protection through Children's Aid) and the treatment needs of the individual. The residential care sector serves a diverse range of individuals through partnership with child welfare, development services and mental health agencies, among others.

About OARTY

The Ontario Association of Residences Treating Youth (OARTY) represents private operators providing residential care and treatment (both for-profit and not-for-profit) to the child welfare, developmental services, and complex special needs sectors in Ontario. Through our members, OARTY provides:

- Over 600 homes/programs serving those in need
- Services to over 2,700 children, youth and young adults annually
- Over 460 foster families in foster and treatment foster homes provincially
- A staffing component of over 2,500 individuals

Data based on OARTY membership statistics collected from the 2015 calendar year.

A brief overview of the population of clients served by OARTY member agencies follows:

- 15% of all our clients have no speech
- 56% of our clients had been either physically or sexually abused and 20% have experienced both physical and sexual abuse (these stats are based on confirmed abuse history)
- 52% of our clients lived most of their lives in conditions of poverty and deprivation
- 55% of all clients served by OARTY member agencies have complex lifetime needs and neurological disorders
- 63% of our clients have a diagnosed intellectual deficit from borderline to severe, with 27% of all clients diagnosed in the moderate to severe range of intellectual deficit
- 58% of our clients have a confirmed psychiatric diagnosis and 2/3rds of clients with a psychiatric disorder have two or more co-morbid disorders
- 14% of our clients are adults, the vast majority of whom had complex developmental disorders, such as autism, medically fragile, quadriplegia, etc.

About Our Members

Our members provide residential care and treatment to children, youth and young adults through group homes, foster homes, assisted living, day treatment or a combination of services. OARTY members meet a wide variety of treatment needs, often addressing multiple needs including but not limited to: psychiatric disorders, mental health, trauma from abuse/neglect, substance abuse, developmental challenges, and mild to severe medical conditions. OARTY member homes are places of healing, family and growth for thousands of young Ontarians in need of residential care and treatment.

Marketing Opportunities – An Overview

Reasons to invest in OARTY...

- Your dollars go to supporting research and advocacy for children, youth, and adults in residential care
- Your investment will create awareness of your valuable products/services to service providers, foster parents, and sector partners
- You will be supporting residential providers to grow their business and expand their contribution to their community

OARTY is pleased to offer multiple marketing opportunities to assist businesses in creating, building and growing relationships in the residential care sector. Discover the right fit at the right price point for you.

Listing of Opportunities

OARTY 2021 Conference Sponsorship	Page 3
<i>OARTY's key educational event, the Annual Conference offers numerous sponsorship options to help your business put its best foot forward.</i>	
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<i>Choose from a one-time advertisement or take advantage of a bundled discount and take your company's message even further.</i>	
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OARTY 2021 Annual Conference Sponsorship

2021 OARTY Annual Conference

OARTY's key educational event, the Annual Conference is being held virtually in 2021 over four half-days - **November 18, 19, 25, and 26**. We are expecting over 100 delegates attend - primarily owners and managers of group and foster care agencies. These individuals gather to share knowledge, connect, and find opportunities to create better futures for Ontario's children, youth and adults.

Delegate Notebook Advertising - \$500

The delegate notebooks include advertising space for products and services relevant to the sector. Due to the virtual nature of the 2021 Conference, the Delegate Notebook will not be offered in hard copy. A digital version of the notebook will be provided to all registered delegates. Half page ads are available for \$500 (artwork to be provided). Advertisements (½ page and full page) are also included with some of the sponsorship levels.

The application for delegate notebook advertising is found on page 8.

Conference Sponsorship Opportunities

With a variety of options, there is a sponsorship level to meet every marketing need and budget.

The application for Conference sponsorship is found on page 9.

Bronze Conference Sponsor - \$250

- Name on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- Recognition in Annual Report

Silver Conference Sponsor - \$725

- Name on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- Recognition in Annual Report
- ½ page advertisement in Delegate Notebook

Gold Conference Sponsor - \$1,200

- Logo & Link on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- Recognition in Annual Report
- ½ page advertisement in Delegate Notebook
- Advertisement or profile in one OARTY conference email broadcast (subscription list of approx. 450 individuals)

Speaker Conference Sponsor - \$2,500 (Limited to 2)

- Logo & Link on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- Recognition in Annual Report
- ½ page advertisement in Delegate Notebook
- Advertisement or profile in one OARTY conference email broadcast (subscription list of approx. 450 individuals)
- Recognized on Conference Webpage with logo next to the session
- 50% Discount on Conference Registration - OR - Attend the day of the speaker presentation complimentary
- Option to introduce Speaker (script provided and sponsor can use first 2 minutes for their own remarks)

Platinum Conference Sponsor - \$5,000

- Logo & Link on Sponsors Webpage
- Name in sponsor list in Delegate Notebook + Logo on front cover of Delegate Notebook
- Recognition in Annual Report
- Full page advertisement in Delegate Notebook
- Advertisement or profile in one OARTY conference email broadcast (subscription list of approx. 450 individuals)
- Recognized on Conference Webpage with logo
- 2 Complimentary Conference Registrations
- Option to introduce Speaker (script provided and sponsor can use first 2 minutes for their own remarks)
- Option to Address Delegates at one of the opening sessions (3 minutes max – can be verbal or a promo video)
- Access to pre and post registration list
- Logo on front cover of the Conference Brochure

Diamond Conference Sponsor - \$6,500 (Limit of 1)

- Logo & Link on Sponsors Webpage
- Name in sponsor list in Delegate Notebook + Logo on front cover of Delegate Notebook
- Recognition in Annual Report
- Full page advertisement in Delegate Notebook
- Advertisement or profile in one OARTY conference email broadcast (subscription list of approx. 450 individuals)
- Recognized on Conference Webpage with logo, link, and 500-word profile
- 2 Complimentary Conference Registrations
- Option to introduce Speaker (script provided and sponsor can use first 2 minutes for their own remarks)
- Option to Address Delegates at one of the opening sessions (3 minutes max – can be verbal or a promo video)
- Access to pre and post registration list
- Logo on front cover of the Conference Brochure
- Welcome letter in Delegate Notebook
- Company profile on back of Delegate Notebook
- Option for a Pre or Post Conference thank you message from the Sponsor to be sent by OARTY to all registered delegates
- Advertisement or profile in one OARTY Talks monthly email broadcast (month to be chosen by sponsor)



OARTY Email Marketing Opportunities

Email Marketing Opportunities and Bundles

OARTY offers a monthly public e-newsletter, *OARTY Talks*, available to both members and others serving children, youth and adults in and from care. Over 450 individuals working in or with the residential service, child welfare and/or mental health sectors are kept up to date on new opportunities, initiatives, and other news impacting or otherwise of interest to those serving youth in and from care.

Interested in advertising in *OARTY Talks* or reaching OARTY members with a targeted ad in one of our members only emails? Consider purchasing an advertisement or purchase a bundle to save on advertising your products/services and take your message further.

One Advertisement in Newsletter (OARTY Talks or Members Only Communique) \$150

Advertisement and link included in the communique and issue/month of your choice (preference based on availability). Artwork/messaging to be provided by advertising company with input from OARTY.

Bundle – Two Advertisements in Newsletter (OARTY Talks or Members Only Communique) \$250

Advertisement and link included in the communique and issue/month of your choice (preference based on availability). Artwork/messaging to be provided by advertising company with input from OARTY.

Bundle – Four Advertisements in Newsletter (OARTY Talks or Members Only Communique) \$400

Advertisement and link included in the communique and issue/month of your choice (preference based on availability). Artwork/messaging to be provided by advertising company with input from OARTY.

The application for email marketing is found on page 17.

Expand Your Reach

You may already be acquainted with the residential care sector and have an idea as to the best way to get your brand in front of your desired audience.

If you have a particular vision in mind, we want to hear from you. Marketing customization could include a unique sponsorship or advertising format, or something we simply haven't yet considered. To determine if your vision can be made a reality, contact the OARTY Office at info@oarty.net with your idea.



Conference Delegate Notebooks Advertising Application Form

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Email: _____

I wish to purchase a half page advertisement:

Half Page Advertisement (\$500)

Artwork to be provided as a PNG, JPG or PDF format, at 7.5 inches x 4.5 inches, landscape format.

Optional Donation (Thank you! All donations over \$25 will be provided with a charitable receipt)

\$ _____

Total: \$ _____

Payment Information

Paying Via:

Cheque Visa MasterCard EFT (information will be provided to you upon receipt of application)

Credit Card No. _____ Exp: _____

Name on Card: _____

Signature: _____

Thank you for your support.



Conference Sponsor Application Form

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Email: _____

Website: _____

Sponsorship Level

Bronze (\$250) Silver (\$725) Gold (\$1,200) Speaker (\$2,500)

Diamond (\$6,500) Platinum (\$5,000)

Optional Donation (Thank you! All donations over \$25 will be provided with a charitable receipt)

\$ _____

Total: \$ _____

Payment Information

Paying Via:

Cheque Visa MasterCard EFT (information will be provided to you upon receipt of application)

Credit Card No. _____ Exp: _____

Name on Card: _____

Signature: _____

Thank you for your support.



Email Marketing Application Form

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Email: _____

Website: _____

Email Marketing Opportunities

Please note, you will be contacted upon receipt of the application to discuss artwork and the communicate and issue/month of your choice.

- One Advertisement (\$150)
- Bundle for Value:** Advertisement in Two E-Newsletters (\$250)
- Bundle for Value:** Advertisement in Four E-Newsletters (\$400)
- Optional Donation (Thank you! All donations over \$25 will be provided with a charitable receipt)

\$ _____

Total: \$ _____

Payment Information

Paying Via:

- Cheque
- Visa
- MasterCard
- EFT (information will be provided to you upon receipt of application)

Credit Card No. _____ Exp: _____

Name on Card: _____

Signature: _____

Thank you for your support.