



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 young 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 small and growing 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 Official Research Sponsor | Page 3 |
| <i>Limited to one sponsor every year, this is an opportunity to support and align your business with OARTY's high quality research projects.</i> | |
| OARTY Annual Conference Sponsorships & Marketing | Page 4 |
| <i>OARTY's key educational event, the Annual three day Conference (held in June each year) offers numerous marketing options to help your business put its best foot forward.</i> | |
| OARTY KIND Event Sponsorships | Page 7 |
| <i>The KIND Event is a one day symposium held in October. Sponsorships are available at three different levels, to ensure you get the most recognition possible.</i> | |
| Leveraging Value – Sponsorship Bundles | Page 8 |
| <i>Get the most value for your dollar with an event sponsorship bundle and benefit from recognition year-round.</i> | |
| OARTY Email Marketing Opportunities | Page 9 |
| <i>Choose from a one-time advertisement, or take advantage of a bundled discount and take your company's message even further.</i> | |
| Marketing Customization and Partnerships | Page 10 |
| <i>Looking for a custom marketing fit? Find out how to get the conversation started.</i> | |
| Marketing Applications | Page 11 |
| OARTY Official Research Sponsor Application..... | Page 11 |
| Conference Marketing Applications (3)..... | Pages 12 - 14 |
| KIND Event Sponsor Application..... | Page 15 |
| Event Sponsorship Bundling Application..... | Page 16 |
| Email Marketing Application..... | Page 17 |



OARTY Official Research Sponsor

OARTY's Research

OARTY conducts ongoing research using reliable, evidence-based outcomes measures. OARTY is the premier source of research in the residential care sector. OARTY research projects include:

Partners in Care (PIC) Biennial Research Reports

These reports provide a detailed profile of those in the care of OARTY member agencies, helping to understand the successes and challenges for young Ontarians in care. The focus for the biennial PIC research projects is chosen by our research committee and the research is conducted by our research consultant with oversight from the committee. The last several years have focused on evaluating the outcomes achieved by OARTY member programs.

OARTY Member Agency Annual Statistics Collection

Provides an overview of the status of programs in place, clients served and services provided within the prior calendar year. Results are published in OARTY's Annual Report.

Surveys and "On the Spot" Research

In order to respond quickly to questions regarding those in residential care, surveys and/or a review of existing data (through the Integrated Residential Information System or the Partners in Care data repository) are conducted at various times throughout the year.

OARTY's research is used extensively in advocacy work on behalf of children, youth and young adults in the child welfare and residential care, and to provide input into relevant government policy/stakeholder initiatives.

OARTY Official Research Sponsor (\$7,500) – Benefits

You can support the valuable research OARTY conducts by becoming OARTY's Official Research Sponsor. All research conducted over the course of the year will be recognized as sponsored by your company, highlighting your support for the children, youth and young adults in residential care.

Recognition will be provided during the year of sponsorship by:

- Logo and link inclusion in all surveys
- Logo and link included on statistics data collection webpage and in all formal statistics requests
- Recognition with the Annual Statistics presented in OARTY's Annual Report
- Featured on public OARTY research webpage with logo, link and letter from sponsor

The application for OARTY's Official Research Sponsor is found on page 10.



OARTY Annual Conference Marketing & Sponsorships

OARTY Annual Conference

OARTY's key educational event, the Annual Conference is held each year at the beginning of June over a three day period (Wednesday through to Friday). The event sees 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 young adults.

Conference Marketing & Sponsorships

Sponsorship Opportunities - \$200 to \$7,500

With a variety of options, there is a sponsorship level to meet every marketing need and budget. See pages 4 & 5 for the full range of sponsorship opportunities and the related benefits at each level (please note that some opportunities are limited in number).

The application for Conference sponsorship is found on page 12.

Exhibitor Booths - \$242

The OARTY Tradeshow is a key component of the Conference – an opportunity for delegates to become acquainted with the products and services of benefit to their agencies. The Tradeshow is a one day event held on the Thursday of the Conference. In addition to the benefit of one-to-one interaction with delegates, exhibitors receive:

- Opportunity to include literature (1 page) and/or promotional material in delegate bags
- Recognition in the delegate notebook

The application for exhibitor booths is found on page 13.

Delegate Notebook Advertising - \$500

The delegate notebooks include advertising space for products and services relevant to the sector. Quarter page ads are available for \$500 (artwork to be provided). Advertisements (¼ page, ½ page and full page) are also included with some of the sponsorship levels (for details, please see pages 4 & 5).

The application for delegate notebook advertising is found on page 14.





OARTY Annual Conference Sponsorship Levels

Diamond Conference Sponsor - \$7,500 (Limit of 1)

- 2 Complimentary Conference Registrations
- Logo & 500 word profile on Event Homepage
- Logo & link on Sponsors Webpage
- Logo on front cover of Delegate Notebook
- Welcome letter in Delegate Notebook
- Listed in sponsor list in Delegate Notebook
- Full page advertisement in Delegate Notebook
- Description on back of Delegate Notebook
- Logo on front cover of Conference Brochure
- Description on back of Conference Brochure
- Complimentary Exhibitor Booth at Trade Show
- Welcome Address (4 minutes – verbal/video)
- Logo on Sponsor Sign on site
- Included in 1 Conference E-Promo
- Promotional Material in Delegate Bags
- One Pager included in Conference Brochure mailing
- Access to pre and post registration list
- Post-Conference thank you email from Sponsor
- Recognition in Annual Report

Platinum Conference Sponsor - \$5,000 (Limit of 4)

- 1 Complimentary Conference Registration
- Logo & link on Sponsors Webpage
- Logo on front cover of Delegate Notebook
- Name in sponsor list in Delegate Notebook
- Full page advertisement in Delegate Notebook
- Logo on front cover of Conference Brochure
- Recognition in Annual Report
- Complimentary Exhibitor Booth at Trade Show
- Address Delegates at Dinner (4 minutes – verbal/video)
- Name on Sponsor Sign on site
- Included in 1 Conference E-Promo
- Promotional Material in Delegate Bags
- Access to pre and post registration list

Speaker Conference Sponsor - \$4,000 (Limited to Total Speakers)

Preference based on availability

- 50% Discount on Conference Registration - OR - Attend Day of Speaker Presentation (dinner excluded)
- Recognized as Sponsor on Speaker Webpage
- Logo & link on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- ½ page advertisement in Delegate Notebook
- Name in sponsor list in Conference Brochure
- Introduce Speaker
- Name on Sponsor Sign on site
- Promotional Material in Delegate Bags
- Recognition in Annual Report

Lunch Conference Sponsor - \$3,500 (Limit of 2)

Preference based on availability

- Recognized on Program Webpage
- Name on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- ½ page advertisement in Delegate Notebook
- Name in sponsor list in Conference Brochure
- Name on Sponsor Sign on site
- Dedicated Signage at Lunch
- Promotional Material in Delegate Bags
- Recognition in Annual Report



OARTY Annual Conference Sponsorship Levels

Gold Conference Sponsor - \$3,000

- Logo & Link on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- ½ page advertisement in Delegate Notebook
- Name in sponsor list in Conference Brochure
- 50% Discount on Exhibitor Booth
- Name on Sponsor Sign on site
- Promotional Material in Delegate Bags
- Recognition in Annual Report

Special Event Conference Sponsor - \$2,500 (Limit of 2)

Opening Dinner Speaker or Comedian - preference based on availability

- Recognized on Program Webpage
- Name on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- ¼ page advertisement in Delegate Notebook
- Name in sponsor list in Conference Brochure
- Name on Sponsor Sign on site
- Promotional Material in Delegate Bags
- Recognition in Annual Report

Silver Conference Sponsor - \$1,500

- Name on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- ¼ page advertisement in Delegate Notebook
- Name in sponsor list in Conference Brochure
- 25% Discount on Exhibitor Booth
- Name on Sponsor Sign on site
- Promotional Material in Delegate Bags
- Recognition in Annual Report

Bronze Conference Sponsor - \$1,000

- Name on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- Name in sponsor list in Conference Brochure
- Name on Sponsor Sign on site
- Promotional Material in Delegate Bags
- Recognition in Annual Report

Supporter Conference Sponsor - \$200

- Name on Sponsors Webpage
- Name in sponsor list in Delegate Notebook
- Name on Supporter Sign at Registration
- Recognition in Annual Report

The application for Conference Sponsorship is found on page 12.



OARTY KIND Event Sponsorships

KIND (Knowledge, Information and Networking Day)

The KIND event is held annually in October. OARTY's annual one day "mini-conference", KIND offers a fulsome day of professional development for the child welfare and residential care sectors. Past programming has included updates from government and stakeholders on new and existing initiatives, research impacting the sector, services and supports for youth in and from care, and other relevant topics.

Approximately 70 individuals, primarily the decision makers in their respective sectors, attend this event.

Event sponsorship allows companies the opportunity to increase visibility to these niche markets, and inform delegates of products and services of value to their businesses while showing support to children, youth and young adults in care. The three KIND sponsorship opportunities are outlined below (please note that some opportunities are limited in number).

Gold KIND Sponsor - \$1,200 (Limit of 1)

- Logo on cover of electronic brochure
- Logo in sponsor listing of electronic brochure
- Logo in on site program
- One page handout at tables
- Logo & link on KIND website
- Recognition of sponsorship at event (logo)
- 2 Complimentary Registrations
- Opportunity to Address Delegates
- Access to pre and post registration list
- Profile and logo in 1 KIND E-Blast Promo
- Recognition in Annual Report

Silver KIND Sponsor - \$800 (Limit of 4)

- Logo in sponsor listing of electronic brochure
- Logo in on site program
- Logo & link on KIND website
- Recognition of sponsorship at event (name)
- 1 Complimentary Registration
- Access to pre and post registration list
- Recognition in Annual Report

Bronze KIND Sponsor - \$250

- Name in sponsor listing of electronic brochure
- Name in on site program
- Name & link on KIND website
- Recognition of sponsorship at event (name)
- Recognition in Annual Report

The application for KIND Sponsorship is found on page 15.



Leveraging Value - Sponsorship Bundles

OARTY Events – Year Round Recognition

Interested in sponsoring OARTY events? Looking to get the most recognition possible? Leverage your value and increase your visibility with an event sponsorship bundle.

OARTY Sponsorship Bundles

Gain greater brand recognition with the following four event sponsorship bundles:

Events Title Sponsor Bundle

Based on availability (limit of 1)

- Diamond Conference Sponsor (\$7,500) – benefits on page 5
- Gold KIND Sponsor (\$1,200) – benefits on page 7
- Listed as the OARTY Events Sponsor on the OARTY events webpage

Bundled Pricing: \$8,400 (normally \$8,700)

Major Sponsor Bundle

Based on availability (limit of 4)

- Platinum Conference Sponsor (\$5,000) – benefits on page 5
- Silver KIND Sponsor (\$800) – benefits on page 7

Bundled Pricing: \$5,600 (normally \$5,800)

Gold & Silver Bundle

Based on Availability (limit of 1)

- Gold Conference Sponsor (\$3,000) – benefits on page 5
- Silver KIND Sponsor (\$800) – benefits on page 7

Bundled Pricing: \$3,700 (normally \$3,800)

Bronze KIND Bundle Add-On

- Silver Conference Sponsor (\$1,500) OR Bronze Conference Sponsor (\$1,000) – benefits for both sponsorship levels on page 6
- Bronze KIND Sponsor (\$250) – benefits on page 7

Bundled Pricing: Bronze KIND Sponsorship for \$200 (normally \$250)

The application for event sponsorship bundling is found on page 16.



OARTY Email Marketing Opportunities

OARTY E-Newsletter

OARTY offers a monthly public e-newsletter, *OARTY Talks*, available to both members and others serving children, youth and young adults in and from care. Over 200 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.

Email Marketing Opportunities and Bundles

Interested in reaching OARTY members with a targeted ad, or a broader audience with an introductory message? Consider purchasing an advertisement in an issue of your choice, or purchase a bundle to save on advertising your products/services and take your message further.

One Advertisement in Issue of Your Choice

\$150

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

Bundle – Two Advertisements in Issues of Your Choice

\$250

Advertisement and link included in issues of your choice in both The Memo and OARTY Talks (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.



Marketing Customization and Partnerships

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.



OARTY Official Research Sponsor Application Form

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Email: _____

Website: _____

OARTY Official Research Sponsor (\$7,500) - Sponsorship Details

OARTY Official Research Sponsor (\$7,500)

Preferred Year of Sponsorship _____

Please note that Research Sponsorship is based on availability. Should the sponsorship be unavailable for your preferred year, OARTY will reserve your Research Sponsorship for the following year.

Donation (Thank you!) \$ _____

Promotional Requirements:

Please email your logo in PNG or JPG format to the OARTY Office by the first Friday in December. Please provide the content for your introductory letter as OARTY's Official Research Sponsor no later than the last Friday in November, in order to allow for feedback from the OARTY Office.

Payment Information

Total: \$ _____ Paying Via: Cheque Visa MasterCard

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

For bundling with KIND Sponsorship – see the OARTY Sponsorship Bundles application on page 16.

- | | |
|--|--|
| <input type="checkbox"/> Diamond (\$7,500) | <input type="checkbox"/> Special Event (\$2,500) _____ <i>Opening Dinner Speaker/Comedian</i> |
| <input type="checkbox"/> Platinum (\$5,000) | <input type="checkbox"/> Silver (\$1,500) |
| <input type="checkbox"/> Speaker (\$4,000) _____ <i>Preferred Speaker</i> | <input type="checkbox"/> Bronze (\$1,000) |
| <input type="checkbox"/> Lunch (\$3,500) _____ <i>Thursday or Friday</i> | <input type="checkbox"/> Supporter (\$200) |
| <input type="checkbox"/> Gold (\$3,000) | <input type="checkbox"/> Donation (Thank you!) \$ _____ |

Please note preferences will be granted based on availability.

Payment Information

Total: \$ _____ Paying Via: Cheque Visa MasterCard

Credit Card No. _____ Exp: _____

Name on Card: _____

Signature: _____

Thank you for your support.



Conference Trade Show Exhibitor Application Form

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Email: _____

Individuals at Booth: _____

Exhibitor Details

Exhibitor Booth (\$242)

Access to Standard Electrical Outlet (\$20)

Meal Add-Ons (Optional)

Meal Package (\$200) x _____

Wednesday Dinner & Keynote, Thursday Meals incl. Dinner & Comedian

Thursday Meal Package (\$140) x _____

Thursday Meals incl. Dinner & Comedian

Thursday Lunch (\$45) x _____

Dietary Requirements/Special Needs: _____

Payment Information

Total: \$ _____ Paying Via: Cheque Visa MasterCard

Credit Card No. _____ Exp: _____

Name on Card: _____

Signature: _____

Cancellation Policy: Cancellations prior to January 1st will be refunded in full minus a \$20 processing fee; cancellations between January 1st and April 15th will be refunded 50%, cancellations after April 15th will not be refunded.

Thank you for your support.



Conference Delegate Notebooks Advertising Application Form

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Email: _____

Advertising Details

I wish to purchase a quarter page advertisement:

Quarter Page Advertisement (\$500)

Artwork to be provided as a PNG, JPG or PDF format, at 3.25 inches x 4.5 inches, landscape format.

Donation (Thank you!) \$ _____

Notebook advertisement is included in my sponsorship benefits:

Full Page Advertisement

Artwork to be provided as a PNG, JPG or PDF file, at 7.5 inches x 10 inches, portrait format.

Half Page Advertisement

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

Quarter Page Advertisement

Artwork to be provided as a PNG, JPG or PDF format, at 3.25 inches x 4.5 inches, landscape format.

Payment Information

Total: \$ _____ Paying Via: Cheque Visa MasterCard

Credit Card No. _____ Exp: _____

Name on Card: _____

Signature: _____

Thank you for your support.

Artwork Deadline: Advertisers are responsible for providing their own artwork to OARTY by the first Tuesday in May.

KIND Event Sponsor Application Form

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Email: _____

Website: _____

Sponsorship Level

For bundling with Conference Sponsorship – see the OARTY Sponsorship Bundles application on page 16.

Gold (\$1,200)

Silver (\$800)

Bronze (\$250)

Donation (Thank you!) \$ _____

Please note Gold and Silver sponsorships will be granted based on availability.

Payment Information

Total: \$ _____ Paying Via: Cheque Visa MasterCard

Credit Card No. _____ Exp: _____

Name on Card: _____

Signature: _____

Thank you for your support.

OARTY Event Sponsorship Bundling Application Form

Contact Information

Name: _____ Title: _____

Company: _____

Address: _____ City: _____

Postal: _____ Phone: _____ Email: _____

Website: _____

Sponsorship Bundles

Events Title Sponsor Bundle (\$8,400)

\$300 in Savings - Diamond Conference Sponsorship (\$7,500) and Gold KIND Sponsorship (\$1,200)

PLUS Listed as OARTY Events Sponsor on OARTY events webpage

Based on availability – limit of 1

Major Sponsor Bundle (\$5,600)

\$200 in savings - Diamond Conference Sponsorship (\$7,500) and Gold KIND Sponsorship (\$1,200)

Based on availability – limit of 1

Gold & Silver Bundle (\$5,600)

\$200 in savings - Diamond Conference Sponsorship (\$7,500) and Gold KIND Sponsorship (\$1,200)

Based on availability – limit of 1

Bronze KIND Bundle Add-On (\$200)

\$50 in savings - Add on Bronze KIND Sponsor for \$200 when bundled with Silver Conference (\$1,500) or Bronze Conference Sponsorship (\$1,000)

Payment Information

Total: \$ _____

Paying Via: Cheque Visa MasterCard

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

Advertisement in OARTY Talks public e-newsletter (\$150)

_____ *Please select preferred issue (month/year)*

Bundle for Value

Advertisement in Two E-Newsletters (\$250)

_____ *Please select preferred issues for both (month/year)*

Publishing Schedule

OARTY Talks is published on a monthly basis.

Please note preferences will be granted based on availability.

Payment Information

Total: \$ _____

Paying Via: Cheque Visa MasterCard

Credit Card No. _____ Exp: _____

Name on Card: _____

Signature: _____

Thank you for your support.

