

THE PEOPLE'S COAST SUMMIT



SPONSORSHIP PROPOSAL

2024, Florence, Oregon

WELCOME TO THE 2024 PEOPLE'S COAST SUMMIT



The Oregon Coast Visitors Association (OCVA), the official Regional Destination Management Organization (RDMO) for the entire Oregon Coast as designated by the Oregon Tourism Commission (dba Travel Oregon), invites you to become a sponsor for our premier annual event, the People's Coast Summit.

As one of the leading economic drivers on the Oregon Coast, the tourism industry plays a vital role in our coastal economy. At OCVA, our mission is to inspire travel and strengthen collaboration to create and steward a sustainable coastal economy. We are honored to work with coastal communities to align partnerships, destination development projects, and destination marketing, all with the vision of creating "a coastal utopia for all." This vision encompasses coastal stakeholders, new and returning visitors, and the natural resources that make these coveted experiences so magical.

Our annual end-of-season tourism industry gathering, the People's Coast Summit, is a highlight of the year. Featuring delicious food, great company, helpful workshops, and inspiring talks, it provides a can't-miss opportunity to connect with colleagues and gain valuable industry insights. Join us Tuesday, October 8 to Wednesday, October 9 in Florence, Oregon, for this exceptional event.

WHY SPONSOR THE PEOPLE'S COAST SUMMIT?



Brand Visibility

Showcase your brand to key industry leaders, stakeholders, and decision-makers.



Networking Opportunities

Connect with coastal community leaders, business owners, and environmental advocates.



Industry Leadership

Position your organization as a leader in supporting sustainable tourism and economic growth.



Community Impact

Support the development and stewardship of a thriving coastal economy and environment.

We offer various sponsorship levels to suit your goals and budget, including exclusive benefits such as logo placement on event materials, complimentary summit registrations, and opportunities for direct engagement with attendees.

For more details or to secure your sponsorship, please contact us at deputy@thepeoplescoast.com.

Join us in making the 2024 People's Coast Summit an unforgettable and impactful event!

Sincerely,

Arica Sears

Deputy Director

Oregon Coast Visitors Association

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visitheoregoncoast.com



2024 SPONSORSHIP OPPORTUNITIES

\$5,000

Exploding Whale Sponsor

- ✓ **Press:**
Be included in all press releases we send out to coastal news and partners.
- ✓ **Industry Recognition:**
Be noticed as a leader in our industry. Prominent logo placement during the event. Be included in media coverage like radio, print media, and partner newsletters (# of media hits varies).
- ✓ **Show Off:**
Set up a table or display booth in the lobby where all general sessions occur. Or have your product handed out at the registration table during the entire event.
- ✓ **Shout Out:**
Talk to the entire general assembly of industry colleagues (2 Sessions).
- ✓ **Network:**
Bring your staff to network and learn. Your name tag will recognize your sponsorship. (6 complimentary passes).
- ✓ **Brand Recognition:**
Have your preferred image/logo display on all printed and digital marketing materials.

\$500

Siuslaw Paddler Sponsor

- ✓ **Network:**
Bring your staff to network and learn. Your name tag will recognize your sponsorship. (1 complimentary pass).
- ✓ **Brand Recognition:**
Have your preferred image/logo display on all printed and digital marketing materials.

\$2,500

Sandboard Master Sponsor

- ✓ **Press:**
Be included in all press releases we send out to coastal news and partners.
- ✓ **Industry Recognition:**
Be noticed as a leader in our industry. Prominent logo placement during the event. Be included in media coverage like radio, print media, and partner newsletters (# of media hits varies).
- ✓ **Shout Out:**
Talk to the entire general assembly of industry colleagues (1 Session).
- ✓ **Share:**
Have your product handed out at the registration table during the entire event.
- ✓ **Network:**
Bring your staff to network and learn. Your name tag will recognize your sponsorship. (4 complimentary passes).
- ✓ **Brand Recognition:**
Have your preferred image/logo display on all printed and digital marketing materials.

\$1,000

Dune Sponsor

- ✓ **Shout Out:**
Talk to the entire general assembly of industry colleagues (1 Session).
- ✓ **Share:**
Have your product handed out at the registration table during the entire event.
- ✓ **Network:**
Bring your staff to network and learn. Your name tag will recognize your sponsorship. (2 complimentary passes).
- ✓ **Brand Recognition:**
Have your preferred image/logo display on all printed and digital marketing materials.



SPECIALTY SPONSORSHIP OPPORTUNITIES

\$1,500 - \$3,000

Destination Partner Sponsorship

What:



- Cover registration costs for your members/stakeholders.
- Can be full registration coverage or a percentage up to your set amount. Final cost calculated when registration closes.



Shout Out:

Talk to the entire general assembly of industry colleagues (1 Session).



Share.

Have your product handed out at the registration table during the entire event.



Network:

Bring your staff to network and learn. Your name tag will recognize your sponsorship. (2 complimentary passes).



Brand Recognition:

Have your preferred image/logo display on all printed and digital marketing materials.



Reserved seats:

Have a table (or two!) reserved in general sessions for you and your community partners.

\$750 - \$1000

Beer Sponsor (Only Two Available)

What:



- Cover the cost of beer at one of our social events up to a certain dollar amount (minimum \$750)!
- Give a toast and cheers at the kickoff of the social hour.



Network:

Bring your staff to network and learn. Your name tag will recognize your sponsorship. (1 complimentary pass).



Brand Recognition:

Have your preferred image/logo display on all printed and digital marketing materials.

\$5,000

Marketing Inspiration Sponsor (Dependent on Brand Alignment)



Press:

Be included in all press releases we send out to coastal news and partners.



Brand Recognition:

Have your preferred image/logo display on all printed and digital marketing materials for the Summit.



Network:

Bring your staff to network and learn. Your name tag will recognize your sponsorship. (4 complimentary passes).



Get a Facebook post

(157K followers) and Instagram post (75.3K followers) on OCVA's social accounts with your content.



Receive an exclusive special edition consumer newsletter article

(38,000 subscribers)