

# 2018 Oley Corporate Partnership Program

**A little over a year ago my life was perfect.** I was 31 years old, had a wife and two children, one more on the way, and held my dream job as one of the youngest assistant coaches in Power 5 football at the University of Minnesota.

Then, **in August of 2016, things changed forever** when I was rushed to the hospital for emergency surgery following an allergic reaction to a medication. **I underwent four surgeries in six days** which removed all of my small intestine and part of my colon—and **was not given much chance of survival.** My wife was told to gather family and friends. To complicate matters, during this time my wife found out she was carrying not one baby, but twins. Thankfully, my stubborn attitude, some amazing doctors, and my wife's love helped me to pull through. **Now, diagnosed with short bowel syndrome and dependent on home parenteral nutrition (HPN), I had to figure out life again.**

For the first six months after the initial surgeries my digestive tract was left unattached, making an ostomy bag necessary. I also had a port placed in my chest.

**The early days were difficult,** compounded by my returning to coaching



*Coach Sherels on the field*

immediately after being discharged from the hospital. I'm happy to say that I was able to coach the entire season without missing any games. **Learning to administer HPN** as well as manage a myriad of new health issues **while working 70+ hours a week** was very challenging.

With the help of Mayo Clinic doctors **my wife found the Oley Foundation** and fell in love with the support network. Countless **tips and tricks were discovered** to make our situation more manageable. And reading people's success **stories gave us hope** that we desperately needed at the beginning. **She found solace knowing we were part of a larger community** and not on this medical journey alone.

This past January (2017) my digestive tract was reconnected, allowing me to eat again and lose the ostomy bags. **My wife and I attended our first Oley regional conference and were amazed** at the wealth of information provided by the speakers as well as other attendees.

I've decided to take a year off from coaching to focus on family and health, but **for the first time in a long while, I'm beginning to feel optimistic about the future**—and the Oley Foundation is a huge reason why.

Please know that **a donation to Oley not only saves lives, but** also (perhaps more importantly) **allows** those of us whose lives have been saved to continue living **a normal life, sustaining and maintaining the parts of ourselves that are most important and make life worth living.**

—Mike Sherels



*Mike, his wife Emily, and their children Valerie, Quinton, Lyla, and Cecilia*



Albany Medical Center, MC-28 • 99 Delaware Avenue • Delmar, NY 12054  
(518) 262-5079 • FAX (518) 262-5528 • [www.oley.org](http://www.oley.org) • [OleyFoundation@gmail.com](mailto:OleyFoundation@gmail.com)

## Partnering with Oley Benefits ***You!***

Benefit packages allow you to showcase your products/services and receive feedback from the homePEN consumers and clinicians who use them.

### Basic Corporate Benefit Package:

All corporate partners will enjoy these features that will increase your exposure and ultimately improve your market share:

- **Recognition** on Oley Corporate Partner Roster.
- An opportunity to **advertise** in the *LifelineLetter*\* distributed to approx. 16,000 people
- A **corporate write-up** in the *LifelineLetter* and at [www.oley.org](http://www.oley.org).
- Your **logo and a link** to your website on Oley's [Industry](#) and [Partner Showcase](#) web pages.
- A **partnership logo** to use on your website and approved printed materials showcasing your partnership with Oley.
- A **personalized outreach tool** that promotes your partnership with Oley.
- **Advanced selection of exhibit space** at the [annual conference](#), by donation amount.†
- One **voting member** on Oley's Industry Advisory Council (OIAC).

Plus the benefits listed at the levels of giving, below.

### Titanium Level Partners (\$150,000+) will enjoy...

- Prominent recognition on the [Oley home page](#) with a link to your website.
- A **promotional, direct mailing** (DVD, brochure, survey, etc. sent via USPS or e-mail) to Oley members.\*
- Sponsorship on up to five regional conferences.
- An online survey to better understand the unmet needs of Oley members.\*
- Complimentary color **1/2-page ad** in six issues of the *LifelineLetter*.
- Premium plus **annual conference** benefits: you choose **\$15,000** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

### Platinum Level Partners (\$70,000+) will enjoy...

- Prominent recognition on the [Oley home page](#) with a link to your website.
- A **promotional, direct mailing** (DVD, brochure, survey, etc. sent via USPS or e-mail) to Oley members.\*
- Complimentary B&W **1/2-page ad** in six issues of the *LifelineLetter*. **Add 4-color for only \$500 per ad!**
- Premium **annual conference** benefits: you choose **\$9,500** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.



*Mike and Quinton enjoying a ride.*

### For More Information Contact

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[bishopj@amc.edu](mailto:bishopj@amc.edu)

Roslyn Dahl  
Communications & Development Director  
[dahlr@amc.edu](mailto:dahlr@amc.edu)

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**“It is clear that Oley is making a difference.”**

### Serving 17,000+ Members!



### Gold Medallion Partners (\$50,000–\$69,999) will enjoy...

- Prominent recognition on the [Oley home page](#) with a link to your website.
- A [promotional, direct mailing](#) (DVD, brochure, survey, etc. sent via USPS or e-mail) to Oley members.\*
- Complimentary B&W [1/2-page ad](#) in six issues of the *LifelineLetter*. **Add 4-color for only \$500 per ad!**
- Prominent [annual conference](#) benefits: you choose **\$7,000** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.



*Mike during the difficult hospitalization.*

### Silver Circle Partners (\$30,000–\$49,999) will enjoy...

- A [promotional, direct mailing](#) (DVD, brochure, survey, etc. sent via USPS or e-mail) to Oley members.\*
- Complimentary B&W [1/3-page ad](#) in three issues of the *LifelineLetter*. Discounted (50%) rate for additional advertising space. **Add 4-color for only \$500 per ad!**
- Deluxe [annual conference](#) benefits: you choose **\$3,500** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

### Bronze Star Partners (\$20,000–\$29,999) will enjoy...

- A [promotional, direct mailing](#) (DVD, brochure, survey, etc. sent via USPS or e-mail) to Oley members.\*
- Complimentary B&W [1/4-page ad](#) in three issues of the *LifelineLetter*. Discounted (50%) rate for additional advertising space. **Add 4-color for only \$500 per ad!**
- [Annual conference](#) benefits: you choose **\$2,000** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

### Benefactor Level Partners (\$10,000–\$19,999) will enjoy...

- Complimentary B&W [1/4-page ad](#) in two issues of the *LifelineLetter*. Discounted (50%) rate for additional advertising space. **Add 4-color for only \$500 per ad!**
- [Annual conference](#) benefits: you choose **\$1,000** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

### Patron Level Partners (\$5,000–\$9,999) will enjoy...

- Complimentary B&W [1/4-page ad](#) in one issue of the *LifelineLetter*. **Add 4-color for only \$500 per ad!**
- [Annual conference](#) benefits: you choose **\$500** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

\* Additional cost involved.

† To participate in advanced exhibit space selection, pledge or donation must be received by **March 1, 2018**.

**“We believe Oley is a tremendous resource for nutrition consumers, and we are proud to support such a great organization!”**

**“We applaud Oley’s ongoing commitment to supporting the needs of consumers... and support its efforts in enriching their lives.”**



*Help along the way*

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### Program Specific Sponsorships and/or Market Research Recruiting

Contact Roslyn Dahl to discuss opportunities like sponsoring a **webinar** or **regional meeting**, or recruiting for a **focus group/online survey**... at [dahlr@amc.edu](mailto:dahlr@amc.edu) • (518) 262-5079

# 2018 LifelineLetter Advertising Contract

Paid advertising is a benefit the Oley Foundation offers corporate partners who have **donated at least \$2,500 within the past twelve months**. The *LifelineLetter* circulates to approximately **16,000** home nutrition support patients, home care providers and health care professionals in **49 countries**.

## 1. Ad Rates & Specifications

Ad Size	Actual Dimensions	B&W	4-Color
1/4 page (square)	3.66" (w) x 3.66" (h)	\$1,000	\$1,500
1/3 page (vertical)	2.375" (w) x 9.315" (h)	\$1,250	\$1,750
1/2 page (vertical)	3.66" (w) x 9.315" (h)	\$1,800	\$2,300

Advertisers should submit camera-ready, high resolution PDF files to [dahlr@amc.edu](mailto:dahlr@amc.edu). **Please call to confirm receipt.**

**Our server will no longer accept files ≥4MB or .zip files.** If you can't fit within these requirements, call (518) 262-5079 to make special arrangements.

We do not offer "bleeds" and all area within the quoted dimensions is "live."

 **If your company has donated \$5,000 or more in the past year, your company is entitled to free and/or discounted advertising.**

## 2. Advertising Agreement

Advertisers should comply with the advertising policies and guidelines on right.

## 3. Publication Deadlines

Note: Ad deadlines are tentative. Check back for updates. Contact Roslyn Dahl if you have questions or need extra time: [dahlr@amc.edu](mailto:dahlr@amc.edu) or (518) 262-5079.

<u>Issue Date:</u>	<u>Tentative Ad Deadlines:</u>
Jan/Feb 2018	February 8, 2018
Mar/Apr 2018	April 9, 2018
May/June 2018	May 7, 2018
July/Aug 2018	July 9, 2018
Sept/Oct 2018	September 7, 2018
Nov/Dec 2018	October 15, 2018

## 4. Submit Your Materials, Payment

A **\$2,500 minimum donation** must accompany the advertising fee if your company hasn't donated to the Foundation within the past 12 months.

Send materials to: [dahlr@amc.edu](mailto:dahlr@amc.edu) (**Files should be ≤4MB. Please call to confirm receipt.**)

Pay at [www.oley.org](http://www.oley.org) or send checks to:

The Oley Foundation  
Albany Medical Center, MC-28  
99 Delaware Avenue  
Delmar, NY 12054

**For more information contact Roslyn Dahl at  
(518) 262-5079 or [dahlr@amc.edu](mailto:dahlr@amc.edu).**



*Finding a reason to smile again.*

## Ad Policies

Paid advertisements are available only to corporate partners who have donated \$2,500 or more to the Oley Foundation within the past twelve months. Materials and payment must be received by the deadline. Advertising policies, procedures, rates and sizes are subject to change at any time without notice.

The Oley Foundation reserves the right to evaluate all statements and images in advertisements, and to reject any advertisement that in the sole judgment of its editorial advisors does not conform to the Oley Foundation's policies or mission. The Oley Foundation retains full editorial control over all advertisements that appear in the *LifelineLetter*. You will be notified if the Oley Foundation advisors find the copy and/or images unacceptable for publication in the *LifelineLetter*.

## Guidelines

1. Advertisements that mention or criticize a competing company or a competing company's products are unacceptable.
2. Advertisements cannot contain photographs of, or testimonials from, Oley trustees, staff, ambassadors or their family members.
3. Advertisements should not contain statements that are misleading, exaggerated, subject to misinterpretation, or contrary to accepted, scientific findings.
4. Statements of properties, performance or beneficial results of products should be such that they can be verified by adequate data published in scientific literature.
5. Support documentation verifying claims must be submitted to the editor upon request before an advertisement will be accepted for publication.
6. The Oley Foundation retains control over positioning of all advertisements in the *LifelineLetter*.
7. The Oley Foundation will not accept, or refund payment for, cancellations made after the deadline date.
8. Advertiser assumes liability for all content of advertisements.

# 33rd Annual Oley Conference Marketing Opportunities

Showcase your products and services, network with professionals, AND learn from end users!

- **Site and Dates: TBD**

- **Exhibits†:**

\$1,500 tabletop (6' table)  
\$2,500 floor display (10' x 10' area)  
\$5,000 grand display (20' x 10' area)

- **Program Advertising:**

\$1,000 full page B&W; **add 4-color for \$250**  
\$500 half page B&W; **add 4-color for \$250**  
\$300 quarter page B&W; **add 4-color for \$250**

- **Education Program Underwriting: from \$2,500**

Tube Feeding Workshop  
Keynote, Breakout Session Speakers

- **Event Sponsorships††: from \$200 to \$20,000** (See next page for [details.](#))

Attendee Badge Holders  
Breakfast and Brainstorming  
Commemorative T-shirt  
Conference App  
Elevator Wrap  
Exhibitor Scorecard  
Flash Drive **NEW!**  
Hydration Station  
In Loving Memory Service  
Jammin' Jammies  
Meals/Refreshments—**Extra exposure!**  
Oley Award (Must commit by **November 7, 2017**)  
Program (Must commit by **May 16**)  
Registration Bags  
Registration Packet (Must commit by **March 21**)  
Registration Packet Inserts  
Room Key Cards  
Social Media Blitz **NEW!**  
Travel Grants for Patients/Volunteers  
Videotaping/Live Streaming  
Walk-A-Thon  
Welcome Massage  
Youth/Child Activities

**Call with your ideas, or for the most up-to-date list of opportunities!**  
**(518-262-5079)**

- **Market Research/Focus Group: from \$3,000**

For additional information, please contact Roslyn Dahl at  
(518) 262-5079 or [dahlr@amc.edu](mailto:dahlr@amc.edu), or visit [www.oley.org](http://www.oley.org)!

† To participate in advanced exhibit space selection, pledge or donation must be received by **March 1, 2018**. Limited space available. Order your exhibit today!

†† Sponsors from 2017 have the right of first refusal for the same sponsorship in 2018, and must pay for the sponsorship by **January 9, 2018**.



*Mike finds a teachable moment with Valerie and Quinton.*

## Oley Corporate Partners Enjoy...

- **Advanced selection of exhibit space** at the annual conference, by donation level.†
- **Credit towards exhibit space, advertising and/or sponsorships** for partners who've donated \$5,000 or more in the past twelve months



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## Event Sponsorship Details<sup>††</sup>:

### Attendee Badge Holders

**\$3,500 exclusive.** Put your name front and center on the badge holders all attendees will be wearing.

### Breakfast & Brainstorming

**\$9,000 exclusive.** Include your branded napkins, small giveaways and/or literature/signage on tables. Host event. Help plan activities and menu.

### Commemorative T-shirt

**\$5,000 exclusive.** Add your logo on the official Oley t-shirt. Include a promotional message on the back for an additional fee.

### Conference App

**\$TBD, exclusive.** Don't miss this exciting opportunity to include your company promotion on the welcome page of the conference application.

### Elevator Wrap

**\$5,000 exclusive.** Raise your company profile. \$5,000 covers up to three elevators at hotel as available. Camera-ready artwork provided by the sponsor.

### Exhibitor Scorecard

**\$250 multiple sponsors.** Drive traffic to your booth. Add your logo on the Oley Exhibitor Scorecard. Attendees who visit all the booths are eligible to win a \$200 gift card provided by Oley.

### Flash Drive **NEW!**

**\$3,000 exclusive.** An essential item that attendees will bring home and will provide a daily reminder of your company. Includes logo imprint.

### Hydration Station

**\$5,000 exclusive.** Help attendees learn more about this important part of keeping well. Includes educational materials, branded giveaways (napkins, etc. you provide), and the opportunity for your staff to show off their expertise.

### In Loving Memory Service

**\$1,500 exclusive.** Sponsor this moving ceremony to remember those we've lost from the Oley community in the past year.

### Jammin' Jammies

**\$4,000 exclusive.** Sponsor this fun-filled pajama party/movie night for youth. Help plan and participate in activities—a guaranteed uplifting and life-affirming experience for your team!

### Meals/Refreshments—multiple sponsors available, extra exposure

**Breakfast \$9,000 exclusive, \$4,500 multi-sponsorship.** Include your branded napkins, small giveaways and/or literature/signage on tables—and the opportunity to host event. Help plan menu.

**Lunch \$13,000 exclusive, \$6,500 multi-sponsorship.** Include your branded napkins, small giveaways and/or literature/signage on tables—and the opportunity to host event. Help plan menu.

**Ambassador Workshop \$5,000, Dinner \$10,000 exclusive, \$2,500/\$5,000 multi-sponsorship.** Sponsor refreshments or a meal for Oley volunteers.

**Welcome Reception \$10,000 exclusive, \$5,000 multi-sponsorship.** Be the first to welcome new and returning attendees. Dessert served.

**Silent Auction \$3,000 exclusive, \$1,500 multi-sponsorship.** Add to the festivities as emcee at this popular fund raiser! Light refreshments served.



*Conference badge holders, room keys, and registration bag inserts, are just some of the many ways to get your name in front of attendees.*



*Refreshments help the meetings get started on time, promote socializing, and allow attendees more time to view exhibits!*

### **Oley Awards** *(Must commit by November 7, 2017.)*

**\$2,500 exclusive per award.** Recognize outstanding consumers, caregivers and clinicians by sponsoring one of the annual Oley awards. Includes presentation of award, and recognition on materials.

### **Program** *(Must commit by May 16)*

**\$2,000 exclusive.** Includes your company logo on the cover. Available to all conference attendees (400+) and posted on website.

### **Registration Bags**

**\$7,000 exclusive.** Add your name on the official Oley registration bag. Include a promotional message on the back for an additional fee.

### **Registration Bag Inserts**

**\$1,500 multiple sponsors.** Share your printed materials or promotional item with attendees. Items should be insertion-ready and fit in the bag (approximately 19" x 14.5" x 5").

### **Registration Packet** *(Must commit by March 21)*

**\$4,000 exclusive.** Includes your company logo on the cover. Goes to entire newsletter readership (17,000+) and posted online.

### **Room Key Cards**

**\$4,500 exclusive.** Add your brand to the key attendees will use multiple times daily. Four-color printing front and back. Camera-ready artwork provided by the sponsor.

### **Social Media Blitz** *NEW!*

**\$3,000 exclusive.** Raise your company profile by sponsoring this fun, member outreach activity. Includes your logo on the giveaway.

### **Travel Grants for Patients/Volunteers**

**\$600 each.** Support this life-changing event for new attendees and Oley volunteer ambassadors.

### **Videotaping/Live Streaming**

**\$20,000 exclusive.** Help us share critical information presented at the conference with a wider audience through live streaming and [www.oley.org](http://www.oley.org). Includes short promotional message on video files.

### **Walkathon**

**\$500 multiple sponsors.** Includes logo on back of official walk-a-thon t-shirt. Email your logo as a vector .ai or .eps file, 3" x 5", 300 dpi, black and white only, **by May 2** to [dahlr@amc.edu](mailto:dahlr@amc.edu). Walkathon pledge sheets available online.

### **Welcome Massage**

**\$3,000 exclusive.** Includes light refreshments and signage by massage station.

### **Youth/Child Activities**

**\$4,000/day, exclusive.** Make lasting memories for attendees and your team by sponsoring activities for children/youth. Help plan and/or participate in activities as desired.



*Oley awards offer sponsors an opportunity to recognize achievements by notable consumers, caregivers and clinicians.*



*Make lasting memories for attendees and your team by sponsoring activities for children/youth.*

**Call with Your Ideas**  
**(518-262-5079)**

**†† Sponsors from 2017 have the right of first refusal for the same sponsorship in 2018, and must pay for their sponsorship by *January 9, 2018.***

**Sign Up for Your Sponsorship Today!**

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**(518) 262-5079**