

## 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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99 Delaware Avenue  
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[www.oley.org](http://www.oley.org)

**“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.

### 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**.



*Mike during the difficult hospitalization.*

**“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*

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)



### 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