



# annual **PARTNERSHIP** program

## Defining the Future of Pediatric Oncology Camping

Since 1982, COCA-I has connected summer camps serving children and families touched by childhood cancer across the globe, strengthening the international community of camps through networking, advocacy, and education, and other resources. Today, COCA-I's growing membership spans four continents, serving thousands of children and families each year.

## Increase your Industry Profile

Cultivate new sales outlets while marketing your products and services to a target market of decisionmakers.

## Reach Your Target Audience

Executive Directors, Camp Directors, Program Directors, Medical Staff, Administrative Staff, Volunteers, Board of Directors members, and more!

## Contact Information

Website: [www.cocai.org](http://www.cocai.org)  
Email: [dong@cocai.org](mailto:dong@cocai.org)  
Phone: (505) 717-6290



## Partner with COCA-I and Build Industry Presence Year-Round

If the camping industry and its professionals are among your primary targets, you will want the Children's Oncology Camping Association, International (COCA-I) as part of your marketing strategy. Indeed, COCA-I has played a pivotal role in development and professionalization of the pediatric oncology camping industry. Time and time again, our strategic partners tell us there is no better outlet for reaching oncology camping professionals, volunteers, and key stake holders and that adding COCA-I to their marketing mix was a great business decision. In fact, several of these companies see COCA-I as a permanent partner in helping them build and nurture business relationships. Our annual partners not only enjoy year-round exposure to decision makers and volunteers at COCA-I member camps worldwide, they are helping us promote professionalization and education, thus, advancing the pediatric oncology camping community as a whole. They understand that an investment in COCA-I is an investment in their company's future and their communities.

## BECOME A PART OF THE FUTURE - Secure Your Sponsorship Today!

Sponsorship opportunities are limited. For more information or to speak with a COCA-I representative that can help you apply to become a COCA-I partner, contact **Don Golden**, Operations Manager, at COCA-I Headquarters: [dong@cocai.org](mailto:dong@cocai.org) or (505) 717-6290.

Learn more about COCA-I by visiting our website, [www.cocai.org](http://www.cocai.org).



## Make a Splash by Partnering with COCA-I

Partnering with COCA-I brings you opportunities to:

**Promote your brand through targeted advertising to pediatric oncology professionals, donors, key stake holders, and volunteers on a global scale**

**Have unique recognition on the COCA-I website, Facebook, Twitter, and in printed materials**

**Take to the stage to address attendees during our Annual Conference**

**Raise awareness of your organization, new product, or company**

**Show support of and increase your impact on COCA-I members and children with cancer and their families worldwide**

We invite you to explore the many opportunities for partnership. Corporate support is an exceptional way for your organization to show its commitment to supportive programs for children with cancer.



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## Partnership Opportunities

There are many different ways that COCA-I and supporting businesses have built partnerships. Some partnerships are longstanding and have been present for most of COCA-I's 32 years of operation. Others have formed more recently and some were a show of support for a particular program. Whether you are in search of a long-term partnership or a way to support for a COCA-I program underway in your community, we welcome you!

## Annual Conference

The Annual Conference is COCA-I's largest annual gathering. Hosted in November, the 4-day conference is packed with more than 40 educational sessions, insightful keynote speakers, roundtable problemsolving discussions, and networking events featuring sponsors and exhibitors.

Let COCA-I work with you 1-on-1 to decide what options fit your needs:

- **FULL CABIN - PLATINUM PARTNER**
- **CAMP DIRECTOR - GOLD PARTNER**
- **UNIT HEAD - SILVER PARTNER**
- **COUNSELOR - BRONZE PARTNER**
- **CABIN MATE - SPECIAL SUPPORTER**
- **COCA-I FRIEND - VENDOR/PRESENTER**

Additional a-la-carte options are available.

## Community Support

Each year the COCA-I Annual Conference is hosted by a member camp. The host camp helps to plan, staff, and manage the event. Local/Regional businesses and organizations can welcome COCA-I attendees and support their own local camp by electing for a portion of their support to benefit the host camp directly.

## Regional Conferences

COCA-I membership is divided into 9 regions and each is encouraged to hold a regional conference annually. These regional events allow member camps to include additional staff and volunteers unable to attend the national conference. COCA-I provides grants to help fund these events and invites our corporate partners to help underwrite these events.

These partnerships allow for your brand message to touch a very targeted regional audience. The ideal partnership for regional companies and organizations and for expanding your sales territory.

## Online & Print Partnerships

If you want to show support of COCA-I and pediatric oncology camps around the world, an online partnership with COCA-I may be what you are looking for. COCA-I partners enjoy advertising, logo placement, social networking posts, and dedicated space in COCA-I's online quarterly newsletter, the Fireside.



# 2014 COCA-I Annual Conference

Salt Lake City Marriott City Center Hotel  
Salt Lake City, UT • November 6-9, 2014



with host



**Camp Hobé**

## Annual Conference

The Annual Conference is by far the largest annual gathering of COCA-I members and supporters. The conference is attended by influential and experienced professionals who come to learn about the latest programs and services geared toward pediatric oncology camping and how to provide a safe, fun and life changing experience for the patient campers and their families.

As a COCA-I partner, you will interact with leaders in oncology camping whose professions range from:

- » **Camp Directors**
- » **Pediatric Oncologists**
- » **Child Life Specialists**
- » **Social Workers**
- » **Lawyers**
- » **Teachers**
- » **Financial Specialists**
- » **Psychiatrists**
- » **Nurses**
- » **Students**
- » **Board of Directors**
- » **Volunteers**
- » **and more!**

In 2013, COCA-I's Annual Conference welcomed more than 200 attendees, representing 59 children's oncology camps from across the United States and Canada. Additionally, conference materials posted on the web were downloaded and read by many more.

COCA-I proudly highlights their partnerships with participating supporters every step of the way through website listings and logo placement, social network posts, dedicated space in our quarterly newsletter, the *Fireside*, and pre-event emails.

## 2014 COCA-I Annual Conference

### Partnership Packages

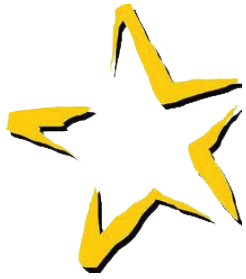
Limited availability of some partnership packages.

#### FULL CABIN - PLATINUM PARTNERSHIP \$ 10,000.00

- Recognized in all conference promotional materials as a Platinum Partner.
- Exclusive sponsorship of closing Awards Dinner.
- Receive recognition for your sponsorship at the opening Presidents Reception and closing Awards Dinner.
- Post your signs/banner during the opening Presidents Reception and closing Awards Dinner and an invitation on stage to talk about your company's products and services at the Awards Dinner before having the privilege of introducing the COCA-I President and/or Speaker.
- Display your banner during registration times.
- Participate in conference with four complimentary conference registrations with access to meals and conference activities.
- Complimentary exhibit table during exhibitors event
- Display one full page color advertisement in the conference participant program.
- Reach the membership with one (1) full page and three (3) ½ page advertisements in *Fireside*, COCA-I's quarterly newsletter.
- Post your website link and company logo on the COCA-I websites' sponsors and partners page for one (1) year.
- 2014 first refusal for same event.



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## 2014 COCA-I Annual Conference Partnership Packages

Limited availability of some partnership packages.

### CAMP DIRECTOR - GOLD PARTNERSHIP \$ 7,500.00

- Recognized in all conference promotional materials as a Gold Partner.
- Exclusive sponsorship of opening President's Reception.
- Post your signs/banner during the opening Presidents Reception and an invitation to talk about your company's products and services at the President's Reception before having the privilege of introducing the COCA-I President.
- Display your banner during registration times.
- Participate in conference with three (3) complimentary conference registrations with access to meals and conference activities.
- Complimentary exhibit table during exhibitors event.
- Display one full page advertisement in the conference participant program.
- Reach the membership with two (2) ½ page advertisements in *Fireside*, COCA-I's quarterly newsletter.
- Post your website link and company logo on the COCA-I websites' sponsors and partners page for one (1) year.
- 2015 first refusal for same event.

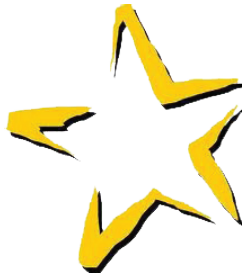
### UNIT HEAD - SILVER PARTNERSHIP \$ 5,000.00

- Recognized in all conference promotional materials as a Silver Partner.
- Receive recognition for your sponsorship at \*keynote speaker session. As a Silver Partner, you will be invited on stage to talk about your company's products and services before having the privilege of introducing the keynote speaker.
- Post your signs/banner during and distribute promotional materials the chosen keynote session.
- Display your banner during registration times.
- Participate in conference with two (2) complimentary conference registrations with access to meals and conference activities.
- Complimentary exhibit table during exhibitors event
- Display one full page advertisement in the conference participant program.
- Reach the membership with two (2) ½ page advertisements in *Fireside*, COCA-I's quarterly newsletter.
- Post your website link and company logo on the COCA-I websites' sponsors and partners page for nine (9) months.
- 2015 first refusal for same event.

\* Keynotes are the educational cornerstone of the conference and all participants attend.



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## 2014 COCA-I Annual Conference Partnership Packages

Limited availability of some partnership packages.

### COUNSELOR - BRONZE PARTNERSHIP \$ 2,500.00

- Recognized in all conference promotional materials as a Bronze Partner.
- Receive recognition for your sponsorship at either a meal or a hospitality event.
- Post your signs/banner during the selected meal or hospitality event. (As a sponsor, you will have access to network with participants at this time.)
- Participate in conference with one (1) complimentary conference registration with access to meals and conference activities.
- Complimentary exhibit table during exhibitors event.
- Display one (1) 1/2 page advertisement in the conference participant program.
- Reach the membership with one (1) 1/4 page advertisement in *Fireside*, COCA-I's quarterly newsletter.
- Post your website link and company logo on the COCA-I websites' sponsors and partners page for six (6) months.

### CABIN MATE - SPECIAL SUPPORTER \$ 1,000.00

- Recognized in all conference promotional materials as a Special Supporter.
- Post your signs/banner and distribute promotional materials during a meal or hospitality event.
- Participate in conference with one (1) complimentary conference registration with access to meals and conference activities.
- Complimentary exhibit table during exhibitors event.
- Display one (1) 1/2 page advertisement in the conference participant program.
- Reach the membership with one (1) 1/4 page advertisement in *Fireside*, COCA-I's quarterly newsletter.
- Post your website link on the COCA-I websites' sponsors and partners page for three (3) months.

### COCA-I FRIEND - CONFERENCE VENDOR/PRESENTER \$ 450.00

- Recognized in all conference promotional materials as a vendor/presenter.
- Participate in conference with one (1) complimentary conference day pass with access to meals and conference activities for that day. (Day pass will be issued for the day of exhibit hall or presentation.)
- Includes one (1) 6' table, two (2) chairs, and receptical inside the exhibit hall.
- Display one (1) 1/2 page advertisement in the conference participant program.
- Reach the membership with one (1) 1/4 page advertisement in *Fireside*, COCA-I's quarterly newsletter.
- Post your website link on the COCA-I websites' sponsors and partners page for three (3) months.

### EXHIBITOR \$ 250.00

- Recognized in promotional materials as an exhibitor.
- Access to the exhibit hall on day of exhibit. (One (1) lunch included.)
- Includes one (1) 6' table, two (2) chairs, and receptical inside the exhibit hall.
- Display one (1) 1/4 page advertisement in the conference participant program.
- Reach the membership with one (1) 1/4 page advertisement in *Fireside*, COCA-I's quarterly newsletter.



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## Confirmation of Intent to Sponsor and/or Exhibit

Children's Oncology Camping Association, International's (COCA-I) 2014 Annual Conference  
November 6 - 9, 2014 - Salt Lake City Marriott City Center Hotel, Salt Lake City, Utah

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Name of Partnering/Exhibiting Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/ Zip Code/Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please mark your 2014 COCA-I partnership selection:

- |  |                  |
|--|------------------|
| <input type="radio"/> <b>FULL CABIN - PLATINUM PARTNER</b>               | <b>\$ 10,000</b> |
| <input type="radio"/> <b>CAMP DIRECTOR - GOLD PARTNER</b>                | <b>\$ 7,500</b>  |
| <input type="radio"/> <b>UNIT HEAD - SILVER PARTNER</b>                  | <b>\$ 5,000</b>  |
| <input type="radio"/> <b>COUNSELOR - BRONZE PARTNER</b>                  | <b>\$ 2,500</b>  |
| <input type="radio"/> <b>CABIN MATE - SPECIAL SUPPORTER</b>              | <b>\$ 1,000</b>  |
| <input type="radio"/> <b>COCA-I FRIEND - CONFERNECE VENDOR/PRESENTOR</b> | <b>\$ 450</b>    |
| <input type="radio"/> <b>EXHIBITOR</b>                                   | <b>\$ 250</b>    |

☐ Check Enclosed (Payable to COCA-I Tax ID #31-1530836)

☐ Charge Credit Card

Visa

MasterCard

Discover

American Express

Name on Card: \_\_\_\_\_

Number on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return payment to:

**COCA-I** , Attn: Kappi Dobi

3371 Meadowind Court, NE

Marietta, GA 30062-5371

**or email: [conference@cocai.org](mailto:conference@cocai.org)**

Payment in full is due October 1, 2014 for all COCA-I Partnership Program unless COCA-I has provided you with prior written approval. Exhibit and Sponsorship fees are non-refundable and non-transferable. Fees paid are for the 2014 conference and will not be held over should you not to attend. Hotel and travel expenses are not included in COCA-I Partnership Packages and are the sole responsibility of the partnering agent and/or company. COCA-I has negotiated a discounted room rate with the host hotel, Salt Lake City Marriott City Center Hotel, 220 S State St, Salt Lake City, UT 84111. To receive this room rate please notify the hotel of your participation in the 2014 COCA-I Annual Conference.