

**THE OHIO STATE UNIVERSITY DIVISION OF PHYSICAL THERAPY
THERABALL 2021 – SPONSORSHIP LEVELS AND GUIDELINES**

Scarlet & Gray Sponsorship \$2,500 (one available)

- “Sponsored by [Your name]” on all printed and digital communications (websites, event and table signage, flyers, tv monitors and presentation screens, etc.)
- Up to four (4) :15 second audio commercials during programming read by our emcee
- Signage displayed at event (provided by sponsor)
- Prominent location of event display booth/table space (available on request)
- Logo with link featured on website and within electronic event communications
- Logo prominently featured on attendee gift bags and other printed event materials
- Inclusion of your provided promotional materials/swag items in attendee gift bag
- Inclusion of your provided silent auction item (if desired)
- Table for 8 – includes eight (8) event tickets and eight (8) beverage tickets

Platinum Sponsorship \$1,500

- Up to three (3) :15 second audio commercial during programming read by our emcee
- Logo with link featured on website and within electronic event communications
- Logo or company name on all printed and digital communications (event and table signage, flyers, tv monitors and presentation screens, etc.)
- Signage displayed at event (provided by sponsor)
- Prominent location of event display booth/table space (available on request)
- Inclusion of your provided promotional materials/swag items in attendee gift bag
- Inclusion of your provided silent auction item (if desired)
- Four (4) event tickets, including four (4) beverage tickets

Gold Sponsorship \$1,000

- Logo with link featured on website
- Logo or company name on all printed and digital communications (event and table signage, flyers, tv monitors and presentation screens, etc.)
- Event display booth/table space (available on request)
- Inclusion of your provided promotional materials/swag items in attendee gift bag
- Inclusion of your provided silent auction item (if desired)
- Two (2) event tickets, including two (2) beverage tickets

Silver Sponsorship \$500

- Logo with link featured on website
- Event display booth/table space (available on request)
- Inclusion of your provided promotional materials/swag items in attendee gift bag
- Inclusion of your provided silent auction item (if desired)
- Two (2) event tickets, including two (2) beverage tickets

Bronze sponsorship \$250

- Logo with link featured on website
- Event display booth/table space (available on request)
- Inclusion of your provided promotional materials/swag items in attendee gift bag
- Inclusion of your provided silent auction item (if desired)
- One (1) event ticket, including one (1) beverage ticket

PURPOSE OF THE EVENT AND EXPECTED AUDIENCE

The 2021 TheraBall is set for Friday, November 5th from 7 p.m. – 11 p.m. at The Blackwell Inn and Conference Center in Columbus, Ohio.

The TheraBall is a fundraiser for the Foundation for Physical Therapy. This organization supports research in physical therapy, mainly by providing scholarships to PhD students and early career funding to new faculty. Students from universities around the country have a contest each year to see which school can raise the most money for the foundation. The school raising the most money receives special recognition, and along with the top few schools, may receive benefits for students of the program. The TheraBall is the principal means by which DPT students from The Ohio State University have raised money in the past.

We invite alumni of the Ohio State DPT program from across the country to support the event. Those who do so will visit the website. We anticipate good attendance from alumni in the Columbus, Ohio metropolitan region and around the state. All students (approximately 154) and faculty (15) of the program are expected to attend. Many will bring a spouse or significant other. In addition, we invite all physical therapists employed at The Ohio State University Wexner Medical Center and all licensed physical therapists in central Ohio, for whom we can develop contact information. This year, our event will also be streamed virtually, reaching alumni, clinicians, and other friends worldwide. We are planning for approximately 250+ in-person guests with countless others tuning in online.

GENERAL GUIDELINES

These guidelines set forth standards that govern the TheraBall's relationship with its sponsoring partners. The overriding consideration is that the TheraBall, as a representative of the Doctorate of Physical Therapy Program and The Ohio State University ("the program"), must maintain the reputation of its program and protect the reputation of its students and faculty. To the extent that association with a sponsor implies some level of approval from the program, the program reserves the right to refuse sponsorship from any individual or entities that, in the judgment of the program, does not support or represent the mission, philosophy and values of the program.

These guidelines also explain how the program and the sponsors will interact, including specifications for advertisements and logos, as well as booths/displays at the event.

As a sponsor of the event, you will be provided a booth *if desired* (nominally a table covered in a table cloth) or space to setup your own booth/display if you prefer. There will be a silent auction held as part of the evening's activities. Sponsors are encouraged to provide items or gift basket for this silent

auction. The event is structured as a combination fundraiser/reception/semiformal dance. Attendees will be dressed accordingly.

The DJ and Emcee will take breaks and there will be announcements and other information shared during the breaks, and at these times, sponsors will be thanked and mentioned by name. You will have access to the attendees throughout the event.

You will be free to attend the entire event and stay until the end, or leave when you see fit.

MEDIA SPECIFICATIONS

Bases on your sponsorship level, you will be asked to supply your company name, logo, web links, camera-ready ad file, etc. Please provide high-resolution files (jpeg or png) of your company logo/s promptly upon sponsorship level commitment so they can be included within event materials and communications as outlined. Please send your ad and commercial script if applicable, no later than October 18, 2021 to toby.whitehead@osumc.edu. Sponsors can find additional instructions and art specifications on osutheraball.com.

Questions may be directed to john.buford@osumc.edu or toby.whitehead@osumc.edu 614-292-5922.

GENERAL ADVERTISING GUIDELINES

The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing on printed or digital communications, signage, websites and online auction platform for the TheraBall.

- The TheraBall will not allow any relationship with a sponsor to compromise program's academic integrity or professional ethics
- Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations and guidelines. While the content of advertising does not necessarily reflect the views of the program, if it comes to the attention of the program that an ad contains demonstrably false or unlawful content, the program will refuse or remove the ad in whole or in part.
- The program may refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to the program or the profession, including anything that is illegal, violent, hateful, inflammatory, derogatory, or discriminatory
- The URL and images you provide must be for your company and must work properly.

All determinations of the application of the foregoing standards to advertisements or sponsors shall be within the sole discretion of the program.