



February 2020

Dear Friend:

Relationships are the foundation of our personal and professional lives. Living, working and mentoring in a Culture of Gentleness has provided vital opportunities to deepen integral relationships and to create safe and loving communities of support for those with intellectual disabilities and mental illness.

We invite you to join us in deepening the bonds of gentle teaching by participating in the 2020 Gentle Teaching International conference that will take place **August 19-21** at the Kensington Hotel in Ann Arbor. This conference brings together 400 behavioral health professionals local and from across the globe for a premier educational, networking and relationship building experience.

The conference features a wide variety of inspiring and educational presentations, unique networking and hospitality experiences and a variety of opportunities to share information on products and services that could benefit those we serve and individuals who support them. With a theme of Vision 2020, this year's conference will include topics such as: mentoring new staff in a Culture of Gentleness, motivational interviewing, mental illness in a Culture of Gentleness, individual success stories, and international perspectives on implementing Gentle Teaching approaches in a variety of disciplines, just to name a few.

Enclosed are our Sponsorship Opportunities and the Sponsorship Commitment form. There are several levels of sponsorship. Please consider partnering with us at any level to provide this unique educational opportunity that will enhance skills, deepen commitment, provide engagement with supportive and creative colleagues and help us nurture and enhance the work of behavioral health and caregiving professionals here in Michigan and around the world.

We greatly appreciate your kind consideration and support and look forward to seeing you at the conference!

Sincerely,

Lindsay Calcaterra
Registration and Sponsorship Coordinator

2020 Gentle Teaching International Conference Sponsorship Options

Event App Sponsor - \$3,000 (1 available)

- Exclusive logo on landing page of event app
- 3 push notifications with sponsor's choice of content (one a day) sent out to all conference attendees devices
- Name and logo on conference website
- Prominent signage in registration area
- Recognition and logo inclusion on post conference highlight video
- Opportunity to include logoed item in conference bag
- Conference registration for two

Lunch Sponsor - \$2,000 (3 available)

- Name on conference website
- Name and ad in event app
- Name on signage during lunch
- Recognition on stage at beginning of lunch
- Sponsor provided slide show presentation to run on ballroom screens during lunch
- Recognition and logo inclusion on post conference highlight video
- Opportunity to include logoed item in conference bag
- Conference registration for two

Keynote Sponsor - \$1,000 (4 available)

- Name and ad in event app
- Name on conference website
- Name on signage during keynote presentation
- Recognition on stage during the keynote introduction
- Opportunity to introduce keynote speaker and host the speaker for lunch
- Recognition and logo inclusion on post conference highlight video
- Conference registration for two

Evening Event Sponsor - \$800 (1 available) (This is the premier social and networking opportunity that takes place the evening of the first day of the conference. It features, drinks, snacks and fun games touting US vs. Canadian vs. European attendees).

- Name on conference website
- Name and ad in event app
- Name on signage and verbal recognition during the evening event
- Name on trophy for games
- Conference registration for one

Hospitality Event Sponsor - \$700 (2 available)

Hospitality experiences offer our national and international guests the opportunity to experience local culture while deepening social bonds with other conference attendees.

- Name on conference website
- Name and ad in event app
- Recognition/opportunity to make announcement about business prior to onset of event
- Opportunity to provide logoed item to attendees of sponsored event
- One conference registration

Room Sponsor - \$650 (4 available)

- Name on conference website
- Name and ad in event app
- Name on signage in sponsored room
- Recognition and logo inclusion on post conference highlight video
- One conference registration

Break Sponsor - \$625 (5 available)

- Name on conference website
- Name and ad in event app
- Prominent signage near refreshment table during sponsored break
- Recognition and logo inclusion on post conference highlight video
- One conference registration

Gentle Friend Sponsor - \$600

- One conference registrations for you and one registration gifted for a caregiver or person served who needs assistance with conference fees as determined by conference committee.
- Name on website and event app

Welcome Event Sponsor - \$500

This event takes place on the Tuesday night before the conference begins. It is a welcoming and social networking opportunity for the international and local guests. It includes appetizers and cash bar.

- Prominent signage in event area
- Name on website and event app
- Opportunity to have a vendor table during welcoming event

Vendor Table - \$300 (10 available per day); \$125 for one day only; \$50 Microbusiness Sponsor (to support persons served to bring their microbusiness to the conference)

- Vendor table for two staff people
- Recognition in the conference app



MORC

2020 Conference Sponsorship Commitment

Name _____

Address _____

City _____ State _____ Zip code _____

Phone _____

Email _____

Believing in compassionate caregiving for all populations, we welcome the opportunity to sponsor the 2020 Gentle Teaching International Conference at the following level:

_____ **Event App Sponsor - \$3,000**

_____ **Room Sponsor \$650**

_____ **Lunch Sponsor \$2,000**

_____ **Break Sponsor \$625**

_____ **Keynote Sponsor \$1,000**

_____ **Gentle Friend Sponsor \$600**

_____ **Evening Event Sponsor \$800**

_____ **Welcome Event Sponsor \$500**

_____ **Hospitality Event Sponsor \$700**

_____ **Vendor Table \$300** _____ **1 Day \$125**

_____ **Microbusiness Sponsor \$50**

If your sponsorship includes registrations, name of registrants:

PAYMENT

_____ **Check enclosed**, payable to MORC, Inc.

_____ **VISA** _____ **MasterCard** _____ **American Express** _____ **Discover**

Credit Card Number _____ 3 Digit Code _____

Exp. Date _____ Name on Card _____

Please return the completed form with payment to:

MORC, Inc.
ATTN: Lindsay Calcaterra
15600 19 Mile Rd., Clinton Township, MI 48038

Please contact Lindsay Calcaterra, Vice President, Growth and Communication, at 586-263-8701 or lindsay.calcaterra@morcinc.org with any questions.



2020 Gentle Teaching International Conference Frequently Asked Questions

What is Gentle Teaching?

Gentle Teaching incorporates compassion as an alternative to the reactive and restrictive practices commonplace in working with those who present with complex needs. Its central purpose is to nurture; teach; and sustain a sense of companionship, connectedness, and community for those who have repeatedly experienced an existence of disconnectedness, isolation and loneliness.

The premise of Gentle Teaching is that all individuals have a right to feel safe and valued in their homes; with their families and caregivers; and at their job, school or other forms of meaningful day activities. Those who are most vulnerable require predictability and structure in their day. They also need to experience interactions from others that are overwhelmingly positive and uplifting (vs. critical and demanding). This is truly a cultural shift to principles that provide a solid base for helping individuals experience companionship and connectedness and serves as a foundation for other models of treatment specific to the needs of the individual.

What is Gentle Teaching International?

Gentle Teaching International is a coalition of 29 agencies throughout the United States, Canada and Europe dedicated to implementing and teaching the concepts of Gentle Teaching.

What is the Gentle Teaching International Conference?

The Gentle Teaching International Conference is a premiere gathering of people from around the world committed to providing positive and proactive supports. This year marks the 20th Anniversary of the conference! The conference presents a unique opportunity to share the research, best practices, case studies and lessons learned on creating and sustaining a culture of support for vulnerable populations in varying environments. The conference rotates its location among its members each year with Michigan hosting for the first time since 2011.

The conference features dynamic speakers who offer attendees innovative, out-of-the-box thinking to provide the highest quality of supports and services for people of ALL abilities to thrive as active, valued, contributing members of our communities, while navigating a complex regulatory environment, limited funding, and workforce recruitment and retention challenges.

Who attends the conference?

Conference attendees are approximately 75% female, 25% male and consist primarily of individuals in various disciplines from around the globe who work for organizations providing services and supports to individuals with physical or intellectual disabilities, mental illness, the elderly and/or other populations with complex needs. Past attendees include:

- Advocates
- Family members
- People who receive supports
- Executive leaders
- Service providers
- Program directors & program managers
- Frontline supervisors
- Direct support professionals
- Care coordinators & support coordinators
- Clinical staff
- Human Resources
- Board members
- Trainers/Educators
- School Personnel
- Policymakers & regulators

What business opportunities are available at the conference?

With approximately 400 attendees expected, the conference offers a variety of opportunities for businesses, including:

- Gaining name recognition on a global scale among organizations serving individuals with physical and developmental disabilities, mental illness, and others with complex needs.
- Networking with prominent leaders and professionals in the field.
- Marketing products and services to potential clients and organizational decision-makers.

Please see attached sponsorship options for more detail on available opportunities during the conference.