



Mid-Atlantic Voluntary Organizations Active in Disaster

District of Columbia VOAD | Delaware VOAD | Maryland VOAD
Pennsylvania VOAD | Virginia VOAD | West Virginia VOAD

January 20, 2024

To: Members of the Mid-Atlantic Disaster Response Community

Re: Solicitation of Conference Sponsors

We are reaching out today to seek your organization's support for the upcoming 2024 Mid-Atlantic Voluntary Organizations Active in Disaster Regional Conference to be held on April 8-9, 2024, at Cacapon State Park in Berkley Springs, WV. This will be the first regional conference by the Mid-Atlantic VOADs, involving the leadership and members of Delaware VOAD, District of Columbia VOAD, Maryland VOAD, Pennsylvania VOAD, Virginia VOAD, and West Virginia VOAD.

State VOADs consist of volunteers who reach out following the disasters that affect our areas whether big or small. They give of their time and expertise to help those in need. We are all eager to partner with those who can assist. By supporting this first annual regional conference you will enable these 6 states to come together for the first time as a group to share, learn from each other and hear vital news which will help us better serve our communities – residents, neighborhoods, and businesses. In addition to this we want our sponsors to attend and share with us as well and learn from us how we can all work together to help those businesses and individuals devastated by our changing weather.

If you are unfamiliar with our role, VOADs are an association of organizations that mitigate and alleviate the impact of disasters, provide a forum promoting cooperation, communication, coordination, and collaboration; and foster more effective delivery of services to communities affected by disaster, particularly those which are typically underserved. We are all members of National VOAD – www.nvoad.org

Our Ask

Specifically, we are seeking to identify corporations, businesses and organizations interested in being conference sponsors. Your sponsorship can be both financial and other support in planning and delivering the conference (see attached our "2024 Mid-Atlantic VOADs Regional Conference Sponsorship Opportunities" brochure). Conference sponsorships include an overall corporate conference sponsor, sponsors for specific events such as breaks, breakfasts, lunches, or possibly dinner on the first night of the conference. Non-financial support can include assistance in producing conference materials and staffing support during the conference. We are aware that it can take time to secure internal corporate approval to sponsor conferences, so we are reaching out now in the hope that we are providing sufficient lead time for your organization to consider being a conference sponsor.

In addition to accepting nonfinancial assistance, we are offering financial sponsorships at levels ranging from \$1,500 to \$8,000 to sponsor a specific food service event to \$10,000 for the overall Conference Sponsorship.

And most importantly, in addition to seeking your support, we also want to invite your attendance at the upcoming conference and share your thoughts and concerns. We work as a team and our sponsors

contribute so much. Attendance is open not only to VOAD members, but to all stakeholders, including other not-for-profit organizations, and federal, state, participating businesses, and local government, as well as private sector members of the emergency management community.

Background

As with most efforts by the VOADs, the planning committee is made up of all volunteers. The committee has worked diligently to finalize conference plans and is pleased to announce that the conference will be held at the Cacapon Resort State Park in Berkeley, WV on April 8th and 9th. Based on past attendance at VOAD conferences/meetings and our expansion to all of Region III, we project between 100 to 200 attendees at the 2024 conference. The 2023 Maryland – Delaware joint VOAD conference drew an attendance of approximately 60 persons, including federal and state government representatives as well as private sector whose firms were conference sponsors. That conference focused on how we respond to and fund recovery from high intensity weather events where there is no disaster declaration (i.e., no Federal or State funding) and the community is typically underserved.

As we are sure you are aware, voluntary organizations, like those that compose the VOADs, are not flush with money and generally run on tight budgets, but our VOADs strongly believe this conference is a worthy investment. The planning committee is planning the conference budget with this in mind. Even though the committee will do everything possible to hold the costs down, corporate, and other sponsorships would allow the VOADs to further reduce their cost of the conference, leaving more funds to direct towards their volunteer efforts and reduce the out-of-pocket cost of volunteers attending the conference, many of which will be paying all or part of the cost of attendance out of their own pockets.

If you have any questions or wish to discuss potential sponsorship and your attendance, please contact Clifford Oliver, Ph.D., CEM, CBCP, member of the *Conference Planning Committee* and *Sponsorship Chair* at your earliest convenience at coliver@naticokeglobal.com or 302 470-0535.

Sincerely,

A handwritten signature in black ink, appearing to read "Toby French".

Toby French

DE VOAD Chair/Cochair 2024 Mid-Atlantic VOADs Regional Conference Sponsorship Opportunities

Attachment

2024 Mid-Atlantic VOADs Regional Conference Sponsorship Opportunities brochure

2024 Mid-Atlantic VOADs Regional Conference Sponsorship Opportunities

Sponsorship Opportunities

This is a list of potential financial and nonfinancial sponsorship opportunities.

Mid-Atlantic VOADs Regional Conference Financial Sponsorship Opportunities			
Day 1		Day 2	
Event	Sponsorship	Event	Sponsorship
Opening Session Lunch (Buffet)	\$6,000	Continental Breakfast	\$3,000 (full)
	\$3,000 (cosponsor)		\$1,500 (cosponsor)
	\$3,000 (cosponsor)		\$1,500 (cosponsor)
Afternoon Snack	\$3,000 (full)	Morning Coffee Break	\$4,000 (full)
	\$1,500 (cosponsor)		\$2,000 (cosponsor)
	\$1,500 (cosponsor)		\$2,000 (cosponsor)
Dinner (Buffet)	\$8,000 (full)		
	\$4,000 (cosponsor)		
	\$4,000 (cosponsor)		

Nonfinancial sponsorship opportunities may include:

- Staff support during the Conference:
 - Conference set up
 - Assemble and distribute conference materials
 - Staff Registration Table
 - Meeting room support, including audiovisual
 - Conference breakdown
 - Session note taking
- Graphics support
 - Conference Package, including agenda
 - Sponsorship event placards
 - Conference agenda and directional posters

Benefits of Sponsorship

There are many benefits to being a 2024 Mid-Atlantic VOADs Regional Conference sponsor that include:

- The most important benefit of sponsorship is that your contribution offsets the costs of the conference. By reducing the cost to the VOADs to host the conference, the VOADs have more funds available to support response to unmet needs of disasters survivors in FEMA Region III.
- Your sponsorship will help voluntary disaster organizations better respond to the effects of climate change and global warming.
- Event sponsors will be recognized by a sponsorship sign conspicuously posted at the event.

- All sponsors will be recognized in the conference agenda (if logos are provided, they can be included).
- All sponsors can request their promotional materials (within reason) be included in the conference attendee packet.
- Sponsorships will be announced and if the sponsor is present, they will be recognized at meals.
- All sponsors will receive a thank you letter from the Mid-Atlantic VOADs.
- The Mid-Atlantic VOADs are 501(c)(3) charities, and your sponsorship may be tax deductible (consult with a tax professional).