



Western Regional
Outdoor Leadership Conference 2008
- Creating New Connections -

Sponsorship Guide

WROLC – Serving California, Oregon, Washington, Nevada, Utah, Arizona

www.wrolc.org

An Introduction to the Western Regional Outdoor Leadership Conference (WROLC)

What is WROLC?

The Western Regional Outdoor Leadership Conference is a collaboration of University Outdoor Programs in the West that began in 1991. The main purpose on the conference is to provide an affordable and professional level conference that would serve our programs student leaders. Our Conference is regularly attended by University Outdoor Programs from California, Oregon, Washington, Nevada, Utah, Arizona and beyond. Through our annual regional conference and web based resources (list serve, discussion groups, and activity resource page) we continually strive to provide top quality resources and networking opportunities for our programs.

Why should you help support us?

WROLC is comprised of over 30 university outdoor programs that lead over 1,000 trips and sever over 7,500 users annually. Many of those served by WROLC programs are first-time adventures learning a new activity for the first time. Sponsoring our conference will help your company generate leads, increase brand awareness, and support university outdoor programs and their efforts to educate and teach outdoor skills.

By supporting WROLC your company will be reaching an audience of:

- Directors of University Outdoor Programs
- Student and non-Student Trip Leaders
- College Professors
- Outdoor Educators
- Small-Business Owners
- Students, Graduate Students
- You future Customers

2007 Conference Sponsorship and Donation Opportunities

This year's annual conference is going to be held on the campus of California State University, San Bernardino. The campus is located between Los Angeles and Palm Springs. We have two full days of exciting presentations, networking opportunities, discussion groups, activities, competitions and socials planned. We would sincerely appreciate anything that you are willing to offer. If you want to sponsor our conference in an alternate way than listed please contact us.

Gear or Service Donation - Unlimited

We welcome any donations that are in line with our conference values. Donations can include equipment, 'previously loved' items, promotional items, gift certificates, coupons, services, etc.

In return for your donation your company name will be placed in the conference program and you will receive a verbal thank you and recognition at the raffle. Simply send donations to the address on page 4.

Mount Hood \$250 - Limited to 10 sponsors

- Your logo in the conference program
- Your banner prominently placed at the climbing competition
- Exhibit Booth space at climbing completion
- Your promotional material included in attendee bag
- Your logo and link on the WROLC website
- Verbal thank you at the opening and closing sessions

Humphreys Peak \$500 - Limited to 4 sponsors

- Quarter page ad in the conference program
- Your banner prominently placed at registration and climbing competition
- Exhibit Booth space in event hall and at climbing competition
- Your promotional material included in attendee bag
- Your logo and link on the WROLC website
- Verbal thank you at the opening and closing sessions
- 1 complimentary conference registration

Boundary Peak \$1,000 - Limited to 2 sponsors

- Half page ad in the conference program
- Your banner prominently placed at registration and at all main stage sessions
- Exhibit Booth space in event hall and at climbing competition
- Your promotional material included in attendee bag
- Your logo and link on the WROLC website
- Verbal thank you at the opening and closing sessions
- 2 complimentary registrations

Mount Whitney \$3,000 - Limited to 1 sponsor

- Full page ad in the conference program
- Your banner prominently placed at registration and at all main stage sessions
- Exhibit Booth space in event hall and at climbing competition
- Your promotional material included in attendee bag
- Your logo and link on the WROLC website
- Verbal thank you at the opening and closing sessions
- 2 complimentary registrations
- Your logo included on the conference T-Shirt
- Banner Ad on the homepage of the WROLC website for 60 days

- 10 minute PowerPoint of video (supplied by sponsor) to show at banquet dinner.

** Conference program ads must be submitted by February 1, 2008.

Where does the money go?

We greatly appreciate your contribution to our conference. All of the proceeds from sponsorship go directly towards the growth of the Conference. CSU San Bernardino will not profit from your donation. All items donated for the raffle will go directly to the conference attendees in the form of prizes for contest or as part of our free raffle.

When is the sponsorship/Donation deadline for the annual conference?

All sponsorship requests must be received by February 1, 2008. We request that donations arrive before 2/5/08.

Where can I get more information about WROLC?

For more information on WROLC, please go to www.wrolc.org or contact Mark Oswood at (909) 537-3863.

Contacts

Mark Oswood, Convener of WROLC 2008
5500 University Parkway
San Bernardino, CA 92407
Email: moswood@csusb.edu
Phone: 909-537-3863

Payment

All payments are due before February 1, 2008. Please call to confirm availability of sponsorship before mailing check. Please make checks payable to "CSUSB Rec Sports"

Please send checks to:

CSUSB Rec Sports - WROLC 2008
5500 University Parkway
San Bernardino, CA 92407

On behalf of the programs of WROLC, I would like to sincerely thank you for considering supporting WROLC 2008.

Mark Oswood
CSU, San Bernardino
Outdoor Programs Coordinator