

April 22, 2020

To Whom It May Concern,

The Research & Resource Center with Deaf communities (RRCD) is excited to announce the eleventh anniversary of our [Silent Weekend, an ASL Immersion event](#). With our responsibility to minimize the spread of COVID-19 and after extensive deliberation and careful consideration, the RRCD has made the decision to change the format of the 11th Annual ASL Immersion Silent Weekend conference scheduled for July 31 - August 2, 2020 to a Virtual conference.

In past Silent Weekend events, WOU has hosted between 200 to 300+ participants. Participants have come from all over the US and Canada. We are confident that this year we will, again, host over 200 participants. This event is geared toward working interpreters, who will attend to earn Continuing Education Units (CEUs) to maintain their credentials, as well as individuals studying American Sign Language.

Silent Weekend, hosted by Western Oregon University, is an event where interpreting students, pre-certified and certified interpreters, interpreter educators, and ASL students and teachers experience low cost workshops, great entertainment, and a chance to sharpen their skills.

A few highlights about the Silent Weekend –

- An estimate of 2.0 Continuing Education Units (CEU) are currently pending through the Oregon Registry of Interpreters for the Deaf (ORID), our Registry of Interpreters for the Deaf (RID) Certification Maintenance Program (CMP) sponsor,
- A CEU application is pending through Texas Department of Health and Human Services (DHHS) Board for the Evaluation of Interpreters (BEI) Certification Program to be available to members of the interpreting community who hold BEI credentials,
- Ayiu John Wuol, a Deaf multicultural keynote speaker from Germany, will present on Friday and provide a workshop on Sunday.

We are writing to invite you to become a sponsor of this exciting Silent Weekend conference. On the third and fourth page, we offer you several sponsorship package options to choose from in order to contribute your support for this conference.

Key Benefits for Sponsors

- Maximize brand exposure with banners on both mobile app and web app
- Start virtual meet-ups with attendees
- Engage attendees via the virtual Exhibition Room
- Get insight of attendees via SmartProfile
- Discover and nurture high quality leads
- Achieve high Return of Investment (ROI) with various promotional opportunities

Banners in Multiple Places:	Virtual Meet-ups, and more:
See your ad banner constantly displayed on Silent Weekend's mobile event app and web app in places that are frequently visited by attendees, including: the event home, live stream and session videos, attendee list, and more! (Whova)	Engage attendees via virtual meet-ups, private in-app messaging, e-business cards exchanging, and promotional posts and products videos, all within mobile event app and web app. (Whova)

The deadline for sponsorship is June 1, 2020. Please feel free to contact me if you feel you need an extension to this deadline. Exceptions may be made on a case by case basis.

Visit Silent Weekend on our website for more information and registration to attend, and follow our facebook page @ASLSilentWeekend and @RRCDatWOU. We appreciate your support of our 11th Annual Silent Weekend. If you have any further inquiries, please contact me at ludwigc@mail.wou.edu.

Sincerely,



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wou.edu/rrcd/ | fb.com/groups/RRCDatWOU | fb.com/ASLSilentWeekend

Virtual Silent Weekend Sponsor Packages

Exposure	Lead Engagement	Lead Generation
<ul style="list-style-type: none"> ● Mobile/Desktop Banner Ads ● Sponsor List ● Custom Links ● Collateral Upload ● Social Media Integration 	<ul style="list-style-type: none"> ● Attendee SmartProfiles ● Private in-app Messages ● Virtual Meet-ups / Video Chat ● Contact Exchange ● Built-in Meeting Scheduler 	<ul style="list-style-type: none"> ● Customized Promotional Offers ● Easy Lead Retrieval ● Event Community Board ● Lead Bookmarks ● Performance Metrics (Whova)

Sponsorship Packages	Includes:
WOU Howl \$1,500	<ul style="list-style-type: none"> ● Includes two Complimentary 2020 Silent Weekend registrations ● \$20 off discount code for clients and colleagues you invite to register (expires 6/30/2020). If invitee(s) is an ORID member or student, this discount will not apply as they currently have a discounted rate. ● 1.5 hr. Presentation of your choice, please submit a presentation proposal before 5/30/2020. ● Sponsor game that will include asking attendees to click on your website and answer questions about your organization (Prizes will be mailed to winners!) ● Rotating Logo Banner in <u>Home</u> (shown at bottom of page), <u>Agenda</u> (shown at end of screen), and <u>Profile</u> (shown at end of screen) ● Social Media Post Mention on fb.com/ASLSilentWeekend ● Verbal recognition during conference ● Exhibition ● Two-time Targeted Email
WOU Wolves \$1,000	<ul style="list-style-type: none"> ● Includes one Complimentary 2020 Silent Weekend registration ● Rotating Banner in <u>Home</u> (shown at bottom of page), <u>Agenda</u> (shown at end of screen), and <u>Profile</u> (shown at end of screen) ● Social Media Post Mention on fb.com/ASLSilentWeekend ● Verbal recognition during conference ● Exhibition ● One-time Targeted Email
WOU Pride \$750	<ul style="list-style-type: none"> ● Rotating Banner in <u>Agenda</u> (shown at end of screen) and <u>Profile</u> (shown at end of screen) ● Social Media Post Mention on fb.com/ASLSilentWeekend ● Verbal recognition during conference ● Exhibition

Additional Information

Exhibition Sponsor \$500	<ul style="list-style-type: none">• Dedicated virtual Zoom exhibition link• Exhibition schedules are on 7/31 (12-1:30p / 4:30-6p), 8/1 (7:30-8:30a / 12-1:30p / 4:30-6p) and 8/2 (7:30-8:30a).• Rotating Banner in Profile (shown at end of screen)
Targeted EMail \$250	<ul style="list-style-type: none">• We will send one marketing email to registered attendees through mobile event app and web app. The targeted email with content of your choice.