

CareOregon sponsorship information

CareOregon is happy to support your organization by sponsoring your upcoming event.

CareOregon is a nonprofit providing health insurance services to meet the health care needs of more than 500,000 Oregonians every day. We ensure access to free physical, dental, and mental health care and substance use treatment through the Oregon Health Plan (OHP).

But we know that good health is more than just health care. That's why our Community Giving Program has contributed more than \$20 million in the last 10 years to increase access to food, housing, education and more. It's also why we sponsor local events — to support the partners in our area that are working to build stronger, more equitable communities.

When we help one child or one family become stronger, it can create ripple effects that make neighborhoods, schools and entire communities stronger. **It's something we call the CareOregon Effect.**

Using CareOregon's logo

Thank you for including CareOregon on your event materials. Here are some best practices for using our logo:

- ▶ When possible, use the vertical version of our logo).
- ▶ Maintain the logo's proportions — don't squish, stretch or rotate it, or split it into pieces.
- ▶ Make sure the logo is big enough:
 - » Vertical version: At least 1" wide on print materials or 100 pixels wide for digital.
 - » Horizontal version: At least 1.25" wide on print materials or 200 pixels wide for digital.
- ▶ Only use the all-white version of our logo if it will be reversed out on a dark background. Do not put the logo on backgrounds with patterns.



Tag @CareOregon on social media

We want to help promote the good your event is doing. When you tag us at **@CareOregon**, we can spread your story's reach by liking and sharing your posts. A few suggestions:

- ▶ Use a photo or image whenever possible.
- ▶ Share details of the impact your event will have.
- ▶ Use a hashtag to help your post be found.