



2020
SPONSOR
PROSPECTUS

**NATIONAL
CONVENTION**
NEW ORLEANS, LA

About The Arc

The Arc is the nation's oldest and largest organization for people with intellectual and developmental disabilities (I/DD). For nearly 70 years, we have offered advocacy, programs, and services, and valuable information to people with I/DD and their families.

We also offer training, networking, and professional development opportunities for leaders from across our national network of more than 600 chapters, which serve and support more than one million people with I/DD and their families.

Why Sponsor?

Executives, board members, self-advocates, staff members, families, and other thought leaders come to The Arc's events for ideas, products, and services that can take their work to the next level. Our sponsorship packages allow you to interact with our network throughout the year in person and through our marketing channels, driving maximum value for our sponsors.

**SUMMER LEADERSHIP
INSTITUTE**
CHICAGO, IL

**DISABILITY POLICY
SEMINAR**
WASHINGTON, DC

If you are interested in sponsoring, please contact
Trudy Jacobson at Jacobson@thearc.org.



CANCELED

DISABILITY POLICY SEMINAR

MARCH 23 – 25, 2020 | WASHINGTON, DC

The Disability Policy Seminar includes two days of training and education about the most serious public policy issues affecting people with I/DD, followed by a day of meetings with representatives and their staff on Capitol Hill. The Arc co-hosts this conference with seven other national disability organizations.

For more information visit disabilitypolicyseminar.org.

WHO ATTENDS?

900

academics, state and federal decision makers, family members, self-advocates, and board members and staff of local and national disability organizations.

SUMMER LEADERSHIP INSTITUTE

JULY 13 – 15, 2020 | CHICAGO, IL

The Summer Leadership Institute is an intimate networking event for chapter executives and senior staff. The conference focuses on professional development, with presentations aimed at staff leading disability organizations and tackling urgent issues in the sector. Sponsors have ample opportunity to connect personally with attendees at presentations, receptions, and social events.

For more information visit nce-sli.org.

WHO ATTENDS?

200

executives, board members, and senior staff from chapters of The Arc and similar agencies.





NATIONAL CONVENTION

OCTOBER 26 – 28, 2020 | NEW ORLEANS, LA

Convention showcases The Arc’s role as a change agent in the lives of people with I/DD. The event is our broadest event, reaching our largest and most varied constituents from the disability sector and features dozens of breakout sessions and general sessions that highlight innovators in the I/DD community. Featured guests have included Tim Shriver, chairman of Special Olympics, author Andrew Solomon, and the cast of A&E’s Emmy-winning series *Born This Way*.

For more information visit convention.thearc.org.

WHO ATTENDS?

600

disability professionals; family members; self-advocates; board members; leaders in business, entertainment, philanthropy, and advocacy; and staff from local chapters of The Arc as well as the national office.

CATALYST AWARDS

ABOUT THE EVENT (TAKES PLACE AT NATIONAL CONVENTION)

The Catalyst Awards recognizes individuals, businesses, and organizations that have made significant and positive changes in the lives of people with disabilities. Past winners include Apple, ABC’s *Speechless*, Google, Nike, and the cast of Off-Broadway show *Amy and the Orphans*. Each honoree has done something remarkable that helps advance the ideal of inclusion. Awards are given for innovative work in public policy, technology, philanthropy, media, and more.

This event is open to all attendees at the National Convention.

WHO ATTENDS?

Leaders in business, entertainment, philanthropy, and advocacy; leaders from The Arc’s national network.



2020 SPONSORSHIP PACKAGES

In addition to what's in the chart, our staff is happy to work with you to design a unique promotional package that meets your needs.

Please contact **Trudy Jacobson** at jacobson@thearc.org.

	Catalyst \$25,000	Champion \$20,000	Advocate \$15,000	Supporter \$10,000	Friend \$5,000	Participant \$3,000
Number of Events Included*	3+	3	2	2	1	1
Logo on www.thearc.org	HOME PAGE	SPONSORS PAGE	SPONSORS PAGE	SPONSORS PAGE	SPONSORS PAGE	SPONSORS PAGE
Complimentary Event Registrations	4	4	3	3	2	2
Banner Ads in The Arc's Newsletters	2	2	2	1	1	
Promotional e-mail to The Arc's Network	2	2	1	1		
Ad in Convention Program Book	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	QUARTER PAGE	
Access to Attendee List**	✓	✓	✓	✓	✓	
Sponsor Table at Event of Choice***	✓	✓	✓	✓	✓	
Promotional Item in Event Bag****	✓	✓	✓	✓	✓	
Webinar for The Arc's Network	✓	✓	✓			
Participation in Sponsor Showcase at Convention	✓	✓	✓			
Premium event included	✓					

* Includes logo placement on event website, mobile app, general session screens, signage, program book, and e-mail footers.

** Includes full name, organization, position, city, and state.

*** Tables are available at the Summer Leadership Institute and National Convention. Sponsors may choose where they want to exhibit.

**** Sponsors provide items and The Arc will approve and distribute.

***** Premium event sponsorship may not be exclusive



ADD A PREMIUM EVENT

Each of The Arc's events offers opportunities for you to showcase your brand in specific, targeted ways. For **\$5,500** in addition to any standard package, you can select from among luncheons, receptions, and other activities throughout the conference. We will work with you to create a customized occasion to highlight your partnership with The Arc.

OPTIONS INCLUDE:

- Welcome Reception
- Self-Advocacy Symposium
- Executive Awards Luncheon
- Silent Auction

YOU RECEIVE:

- Introduction and 3 – 5 minutes to address guests
- Logo in the program book next to chosen event, on event schedule, on signage, and event mobile app
- Custom recognition at the event, which our team will design with you



ADD A FEATURED EVENT

You can boost your visibility at any of our events by sponsoring a Featured Event such as a breakfast, coffee break, or networking break for **\$2,500** in addition to any standard package.

YOU RECEIVE:

- Name and logo on tabletop signs in event area, on schedule, and event mobile app
- Logo in the program book next to chosen event
- Logo on a disposable item at the event, such as napkins or water bottles



ADD A PREMIUM ITEM

For **\$1,000 – \$1,500** in addition to any standard package. We will work with you to create customized exposure for your brand and feature your logo:

- Step and Repeat
- Charging Stations, WIFI
- Keycard/lanyard
- Attendee bag
- Items may vary by event

AD SPACE IN THE CONVENTION PROGRAM BOOK IS AVAILABLE À LA CARTE:

\$1,000 for a full-page ad | **\$500** for a half-page ad | *Please contact our team for design specifications.*

Options may vary year by year. Please let us know that you are interested in adding a premium event, and we can help you choose one that ensures your brand will stand out.

PLEASE CONTACT

Trudy Jacobson At Jacobson@TheArc.org

with all inquiries. Thank you for supporting The Arc!

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800.433.5255 | TheArc.org



*For people with intellectual
and developmental disabilities*