



**2021
SPONSOR
PROSPECTUS**



*For people with intellectual
and developmental disabilities*

**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 (IDD). For 70 years, we have offered advocacy, programs, services, and valuable information to people with IDD 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 IDD and their families.

Why Sponsor?

Sponsoring The Arc's events markets your organization's programs and services to professionals and volunteers, individuals with disabilities, family members, caregivers, and thought leaders who are seeking new ideas and services. Our sponsor levels provide multiple options to suit your budget and provide the best benefits and opportunities for you to interact and connect with prospective customers.

**SUMMER LEADERSHIP
INSTITUTE**
CHICAGO, IL

**DISABILITY POLICY
SEMINAR**
WASHINGTON, DC

If you are interested in sponsoring,
please contact sponsor@thearc.org



DISABILITY POLICY SEMINAR

APRIL 19 – APRIL 21, 2021 | VIRTUAL EVENT

The Disability Policy Seminar offers the opportunity for passionate advocates, self-advocates, experts, and professionals in the field to come together and learn about key federal issues that affect them most. After a wide range of sessions offering training and learning, participants will learn how to best engage with their members of Congress and have opportunities to do so. The Arc co-hosts this conference with several 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 12 – JULY 14, 2021 | 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. nearly 1300 people registered to join online





WHO ATTENDS?

600

In 2020, when the National Convention shifted to a virtual format due to COVID-19 safety precautions, nearly 3,000 people registered to join online.

NATIONAL CONVENTION

SEPTEMBER 27 — SEPTEMBER 29, 2021 | NEW ORLEANS, LA

The National Convention is an unmatched opportunity to connect with advocates, professionals, people with intellectual and developmental disabilities, and their families. Featured guests and innovators in the IDD community have included Tim Shriver, chairman of Special Olympics, author Andrew Solomon, and the cast of A&E's Emmy-winning series *Born This Way*. The National Convention also includes The Arc's Catalyst Awards, which recognize individuals, businesses, and other organizations that have made extraordinary contributions toward greater social inclusion and the advancement of the human and civil rights of people with IDD. The 2020 Catalyst Award winner was Comcast NBCUniversal for their work expanding digital access, advancing accessibility features in their technology, and raising public awareness of the impacts of the pandemic on people with IDD.

For more information visit convention.thearc.org.

AD SPACE OPPORTUNITY

Take advantage of placing a full page, half page, or quarter page ad in one of our National Conventional program book.

\$1,000 FOR A FULL-PAGE AD

\$500 FOR A HALF-PAGE AD

Please contact our team for design specifications.

VIRTUAL

2021 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 sponsor@thearc.org.

	Change Agent \$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	5	4	3	2	2	1
Banner Ads in The Arc's Newsletters	3	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	
Attendee List**	✓	✓	✓	✓	✓	
Virtual Exhibit Hall***	✓	✓	✓	✓	✓	
Webinar for The Arc's Network	✓	✓	✓			
Sponsor Breakout Session Showcase	✓	✓	✓			
Social Media Amplification	3x	2x	1x			
Premium Event and Welcome Speech****	✓					

* 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.

*** Virtual exhibit hall on event website/in-person tables at Summer Leadership Institute and/or National Convention.

**** Premium event sponsorship may not be exclusive, you can find a list of premium events on the following page.

IN PERSON

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Ad in Convention Program Book	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	QUARTER PAGE	
Ad in Executive Awards Book	HALF PAGE	HALF PAGE	QUARTER PAGE			
Attendee List**	✓	✓	✓	✓	✓	
Sponsor Table***	✓	✓	✓	✓	✓	
Webinar for The Arc's Network	✓	✓	✓			
Sponsor Breakout Session Showcase	✓	✓	✓			
Social Media Amplification	3x	2x	1x			
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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
- NCE Awards Lunch
- Professional Development Seminar
- Catalyst Awards
- NCE Silent Auction
- Support of selected plenary sessions

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

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:

- Branded step and repeat photo backdrop
- Attendee bag
- WIFI
- Items may vary by event
- Keycard/lanyard

Please contact sponsor@thearc.org

with all inquiries. Thank you for supporting The Arc!

1825 K STREET NW, SUITE 1200 | WASHINGTON, DC 20006

800.433.5255 | TheArc.org



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