Why Become a National Corporate Sponsor?

Investing in a corporate sponsorship with The Arc isn’t just the right thing to do—it also makes smart business sense. There are four key ROIs your business will reap by creating a sponsorship:

1. **It promotes a positive brand.** Joining forces with The Arc will allow you to tell your customers that you are taking a stand to support equality and fairness for people with intellectual and developmental disabilities.

2. **It increases brand awareness.** The Arc has nearly 600 chapters across the country with over 131,000 staff. That is a significant number of new potential customers learning about your company’s support through The Arc’s promotion of your sponsorship.

3. **It reaches a wider demographic.** Imagine the new demographics that The Arc will enable you to reach—expert professionals, dedicated self-advocates, fiercely loyal family members and other unpaid caregivers, and passionate direct support workers. There are over 7 million people with IDD in the United States and over 80 million family members who love and care for them.

4. **It enhances the customer experience.** For the vast majority of customers, supporting people with intellectual and developmental disabilities is a shared value.

The Arc offers various sponsorship packages ensuring the largest ROI for your support. We will introduce your company to our expansive network in the IDD community. We make these introductions digitally through social media, press releases, and emails promoting your brand, as well as through sponsored events.
The Arc’s reach expands across the United States to nearly 600 chapters with over 131,000 staff nationwide, along with their extensive local networks.
The Arc is dedicated to putting you in front of our social media audience to help expand your business and introduce new clients and customers. Currently our reach on social media is as follows:

- **Facebook:** Approximately 130K followers
- **Twitter:** Approximately 24.2K followers
- **Instagram:** Recently launched with approximately 1.4K followers

Your sponsorship may come with targeted emails to our network of members and staff. We can target them to an audience that meets your promotional needs, whether you want to reach chapter staff, chapter executives, professionals, family members, and/or self-advocates. With your promotional email and/or banner ads, you can promote webinar opportunities, new products and services, and/or other events that would be relevant to our network.
The Arc’s digital newsletters are how most within the network communicate about our work and opportunities. Each newsletter is **sent to specific and targeted audiences** which allows you to speak directly to the audience most relevant to your goals. Additionally, depending on your sponsorship package, your company will be showcased and will receive banner ads in the newsletter/s of your choice in a timeframe that works best for you.

**Empower Newsletter** *(240,000+ subscribers)*: This bi-monthly newsletter has the largest distribution to professionals and family members.

**Fusion** *(6,500+ subscribers)*: This bi-weekly newsletter is distributed to an audience of chapter staff and executives.

**NCE News** *(825+ subscribers)*: This monthly newsletter is distributed to chapter executives, senior leaders, and other members of the National Conference of Executives of The Arc (NCE).
SPONSORED EVENTS

These events allow your company to have one-on-one facetime with potential new customers, including staff at The Arc or grassroots supporters like families and advocates. You will have the chance to mingle with them between sessions and social events and also have the opportunity to be the host of coffee breaks, breakout sessions, and receptions. You can host a table in our exhibit hall to engage with the event participants. Additionally, there may be opportunities for you to hold an information session and engage a captive audience to share your message.
NATIONAL CONVENTION
NOVEMBER 10 – 12, 2022 | DENVER, CO

This event is an opportunity to connect with advocates, professionals, people with IDD, and their families. Sponsors will have the opportunity to connect with attendees at sessions, receptions, social events, and exhibit tables. Sponsors will be recognized at the event and through promotional emails to the network before the event. Sponsors at the Champion-level ($20,000) and above can directly connect with attendees in their own hour-long breakout session. This event typically attracts 500 – 800 attendees.

Location and date TBD (Currently planned over three days in late September to early November 2022) For more information on current and past events, visit convention.thearc.org.

WHO ATTENDS?

200 executives, board members, and senior staff from chapters of The Arc and similar agencies. Nearly 1,300 people registered to join online.

NCE SUMMER LEADERSHIP INSTITUTE
JULY 18-20, 2022 | CHICAGO, IL

This is an event for chapter executives and senior staff, as well as staff from other disability organizations. Sponsors will have the opportunity to connect with these leaders at presentations, receptions, social events, and exhibit tables. Sponsors will be recognized with signage at the event and through promotional emails distributed to the network before the event. This event typically attracts 200 attendees.

Slated for July 18-20, 2022 held at the Westin Michigan Avenue in Chicago, IL. For more information on current and past events, visit nce-sli.org.

WHO ATTENDS?

800 academics, state and federal decision makers, family members, self-advocates, and board members and staff of local and national disability organizations.
# 2022 National Corporate Sponsorship Packages and Benefits

<table>
<thead>
<tr>
<th>Level</th>
<th>Movement Leader $50,000</th>
<th>Change Agent $25,000</th>
<th>Champion $20,000</th>
<th>Advocate $15,000</th>
<th>Supporter $10,000</th>
<th>Friend $7,500</th>
<th>Participant $5,000</th>
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<tbody>
<tr>
<td>Complimentary Event Registrations (to split among events)</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
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<td>1</td>
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<tr>
<td>Promotional Email to The Arc’s Network</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Banner Ads in The Arc’s eNewsletters</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Sponsor Exhibit Table (SLI &amp;/or Convention)</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
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</tr>
<tr>
<td>Ad in Convention Program Book</td>
<td>FULL PAGE</td>
<td>FULL PAGE</td>
<td>HALF PAGE</td>
<td>HALF PAGE</td>
<td>HALF PAGE</td>
<td>QUARTER PAGE</td>
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<tr>
<td>Attendee List**</td>
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<td>✅</td>
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<td>✅</td>
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<tr>
<td>Sponsor Breakout Session at Convention</td>
<td>✅</td>
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<td>Social Media Promotion via Twitter</td>
<td>4x</td>
<td>3x</td>
<td>2x</td>
<td>1x</td>
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<tr>
<td>Premium Event &amp; Welcome Speech with extra signage</td>
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<td>Recognition in our 2022 Annual Report</td>
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</table>

*Includes logo placement on event website, event signage, program book, and all promotional email footers for the event.

**Includes full name, organization, position, city, and state.
In an effort to expand your impression on our event guests, we offer several a la carte items that can be purchased in addition to your sponsorship package:

**$5,500**
Host a sponsored luncheon, reception, or other activity during one of our events

**$2,500**
Host a sponsored breakfast, coffee break, or networking break

**$1,000**
Feature your logo on an item at the event like a lanyard, keycard, or other item or purchase a full-page ad in the National Convention program book. (Half pages available for $500)
About The Arc

The Arc is the nation’s oldest and largest organization for people with intellectual and developmental disabilities (IDD). For over 70 years, we have provided advocacy, programs, services, and valuable information to people with IDD and their families. The Arc promotes and protects the human rights of people with IDD and actively supports their full inclusion and participation in the community throughout their lifetimes. The Arc’s vision is for people with IDD to be valued members of their communities, with the opportunity to realize their full potential and a future that is secure.

With nearly 600 state and local chapters across the country and over 131,000 staff, The Arc’s expansive chapter network is on the frontlines to ensure that people with IDD have the support and services they need to be fully engaged in their communities. Our chapters provide a wide variety of services and supports, including but not limited to individual and public policy advocacy; residential, educational, and vocational services; person-centered and financial planning; recreational activities; and other supports that meet the unique needs of the community.

As a National Corporate Sponsor, you will have the opportunity to access our extensive national network while supporting your company’s efforts to create an inclusive and equitable society for people with IDD.
Please contact sponsor@thearc.org with all inquiries. Thank you for supporting The Arc!

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