

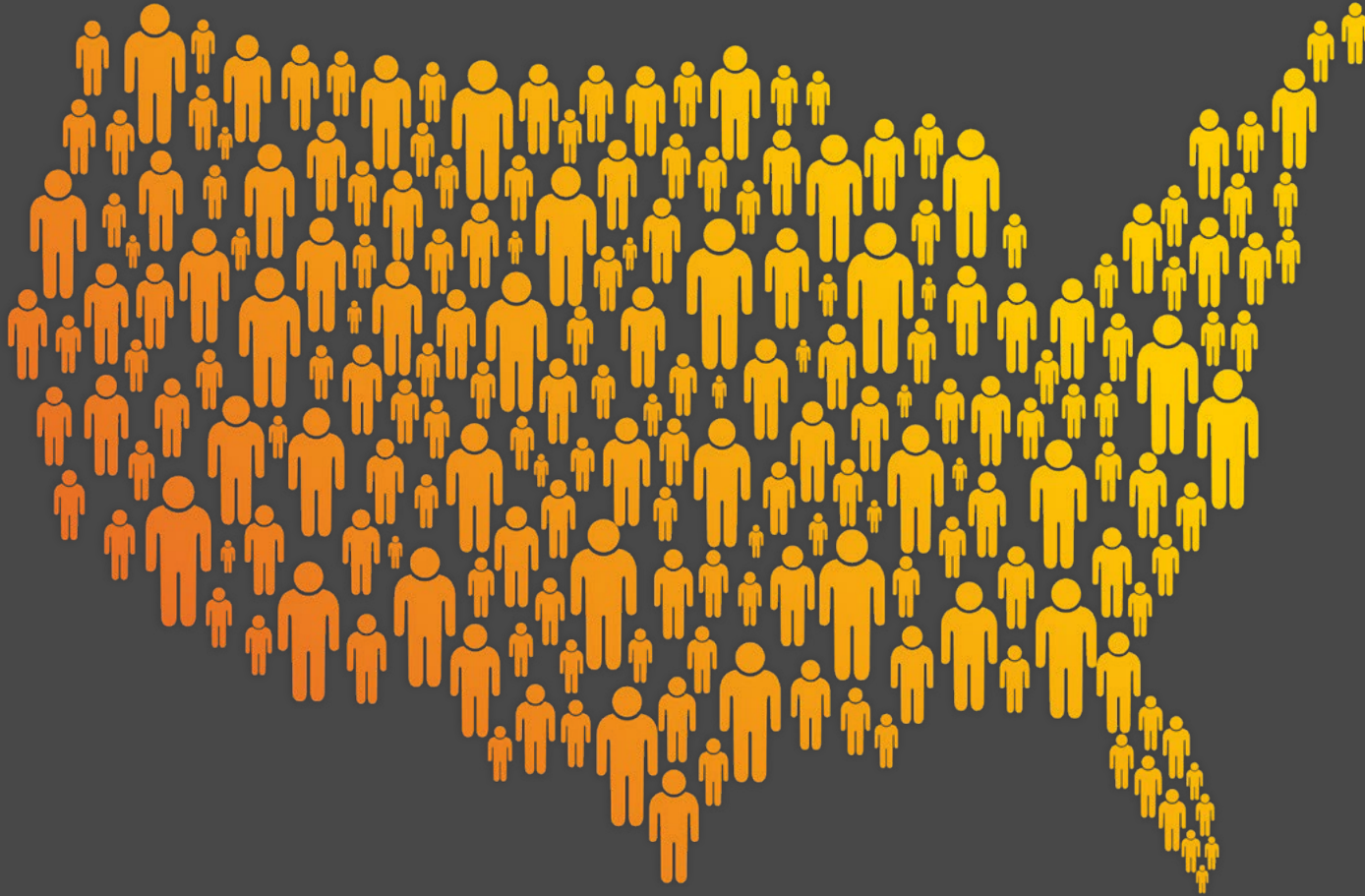


2023 NATIONAL SPONSOR PROSPECTUS



*For people with intellectual
and developmental disabilities*

Your Possible Reach Within The Arc's Network



The Arc's reach spans across the United States to nearly **600 chapters**, over **131,00 staff**, and hundreds of thousands of constituents nationwide.

WHY BECOME A NATIONAL SPONSOR?

Investing in a corporate sponsorship with The Arc isn't just the right thing to do—it also makes smart business sense. Here are four reasons why:

1 It promotes a positive brand.

Joining forces with The Arc will allow you to tell to your customers that you are taking a stand to support equality and fairness for people with intellectual and developmental disabilities (IDD).

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 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 designed for maximum ROI. We will introduce your company to our expansive network in the IDD community. We make these introductions digitally through banner ads, emails, website and mobile app placements promoting your brand, and through sponsored events.

Unified HR & Payroll Software

Empowering Health and Human Services Organizations for Over 25 Years



EXHIBIT AT OUR KEY EVENTS

Exhibiting at our events is reserved exclusively for our National Sponsors. Exhibiting guarantees you premium access to our network who is eager to learn about service providers committed to the IDD community.

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 24 – 26 | LAS VEGAS, NV

This is an event for chapter executives senior staff, and staff from other disability organizations. Sponsors will have the opportunity to connect with these leaders at presentations, receptions, social events, and exhibit tables. For more information on current and past events, visit nce-sli.org.

WHO ATTENDS?

700

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



National Convention

NOVEMBER 6 – 8 | NEW ORLEANS, LA

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. For more information on current and past events, visit convention.thearc.org.



ADDITIONAL OPPORTUNITIES AT OUR EVENTS

Attendee List Access

National Sponsors can access the list of attendees to assist with your outreach efforts. This will tell you the Name, Title, Location, and Organization of each attendee. Change Agent Sponsors and above will also receive email information for attendees that opt in to received sponsored communication.

Sponsor a Breakout Session

Breakout session sponsors will have their logo on all online and on-site listings of a selected breakout session.

Present Your Own Content

Top sponsors have the opportunity to present their own content at a breakout session. Our team will work with you to tailor content for maximum appeal to attendees.

Sponsor a Special Engagement

Top sponsors also have the opportunity to sponsor an established awards ceremony or networking reception, at which they can give a five-minute speech to attendees.

PREMIUM OPPORTUNITIES

Sponsors at the highest tier have the maximum potential for reaching attendees.



From speaking
to all 700+
attendees
at a general
session...



Provide a
branded item
to be included in
every attendee's
bag...



To hosting
a dedicated,
branded
networking
event...



To having
branded items
along with a
five-minute
speech at a meal
of your choice...

This package guarantees all attendees will leave knowing your organization.

PROMOTIONAL EMAILS

Your sponsorship may come with targeted emails to our network of members and staff.


We can target an audience that meets your promotional needs. 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.

Audience Options

Employees of chapters of The Arc (8,800): Professionals who are in leadership positions (e.g., chapter presidents, executive directors, department heads) as well as other staff members, which could include people working in policy, advocacy, program delivery, marketing, etc.

Other professionals (11,000): A mix of professionals who work in the disability field outside of The Arc's chapter network.


People with disabilities and their families (32,000): People who have self-identified as having a disability, parents of people with disabilities, siblings and/or other family members of people with disabilities.



A Message From One of Our Sponsors

Advancing Digital Equity in Partnership With Comcast NBCUniversal

Through Comcast's Internet Essentials broadband program and the creation of cutting-edge assistive technology, such as voice-activated remote controls, X1 eye control, and service centers for customers with disabilities, Comcast NBCUniversal has solidified its commitment to creating equitable opportunities for everyone.




Working with The Arc, they have also expanded resources for people with intellectual and developmental disabilities (IDD), including digital skills training through our Tech Coaching Centers to ensure that no one is left behind in this digital world. Tech Coaching Centers provide the necessary tools for individuals to seek employment, navigate the internet, and more on the path to independence.

When the pandemic hit a year ago, it was critical that individuals with IDD had the resources to access the internet, to maintain their independence and **stay virtually connected** with the people in their lives. Comcast expanded Internet Essentials eligibility, offered new Internet Essentials customers 60 days of free service, and waived some additional requirements. This made it easier for people with IDD to access high-speed internet, laptops, and even work from Comcast Lift Zones—safe spaces created for students and families to access WiFi in their community.


In 2020, **The Arc@School** was also awarded a grant to provide self-advocacy resources for students, ensuring that they still received the benefits of education from an online setting.

Comcast's partnership with The Arc strengthens our shared goal of closing the digital divide and elevating everyone's potential.

[LEARN MORE](#)



This is a paid promotional announcement from a sponsor of The Arc. This announcement is informational only and not an endorsement. The Arc does not generally endorse vendors, products, programs, or services.



For people with intellectual and developmental disabilities
The Arc promotes and protects the human rights of people with intellectual and developmental disabilities and actively supports their full inclusion and participation in the community throughout their lifetimes.

BANNER ADS

Showcase your organization in The Arc's main communication channel. Banner ads are placed in our three main e-newsletters, reaching the target audience of your choice.

EMPOWER NEWSLETTER

386,000+ subscribers

This bi-monthly newsletter has the largest distribution to professionals and family members.

FUSION

8,800+ 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).



2023 NATIONAL SPONSORSHIP

PACKAGES AND BENEFITS

| | Movement Leader \$75,000 | Trailblazer \$50,000 | Change Agent \$25,000 | Champion \$20,000 | Advocate \$15,000 | Supporter \$10,000 | Friend \$7,500 | Participant \$5,000 |
|--|-----------------------------|----------------------------|--------------------------|----------------------|----------------------|-----------------------|-------------------|------------------------|
| | Homepage & supporters page | Homepage & supporters page | Supporters page | Supporters page | Supporters page | Supporters page | Supporters page | Supporters page |
| Logo on website | | | | | | | | |
| Complimentary event registrations | 8 | 8 | 5 | 4 | 3 | 2 | 2 | 1 |
| Banner ads in The Arc's newsletters | 8 | 5 | 4 | 4 | 2 | 2 | 1 | 1 |
| Sponsor exhibit table | 2 | 2 | 1 | 1 | 1 | 1 | 1 | |
| Attendee list for SLI and Convention | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Promotional emails to The Arc's network | 3 | 3 | 2 | 1 | 1 | | | |
| Basic app ad at National Convention | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Sponsor an existing breakout session at National Convention | ✓ | ✓ | ✓ | ✓ | | | | |
| Present a breakout session at National Convention | ✓ | ✓ | | | | | | |
| Attendee emails (to those who opt in) for SLI and Convention | ✓ | ✓ | ✓ | | | | | |
| Speak at and sponsor existing event at National Convention | ✓ | ✓ | | | | | | |
| Logo on SLI and National Convention websites homepage | ✓ | ✓ | | | | | | |
| Branded networking event for attendees | ✓ | | | | | | | |
| Branded breakfast or lunch with speech | ✓ | | | | | | | |
| Welcome speech at general session | ✓ | | | | | | | |
| Include branded item in attendee bags | ✓ | | | | | | | |

A LA CARTE ADD ONS

Expand your impression on our guests with these additions to our standard sponsorship packages, we offer several a la carte items that can be purchased in addition to your sponsorship package:

\$5,000

National sponsors can exhibit at a second event, or have two tables at one event, along with two additional complimentary event registrations.

\$2,500

Banner Ad: Purchase an additional banner ad in an e-newsletter of your choice.

Additional sponsored items will be available for purchase before the Summer Leadership Institute and National Convention.

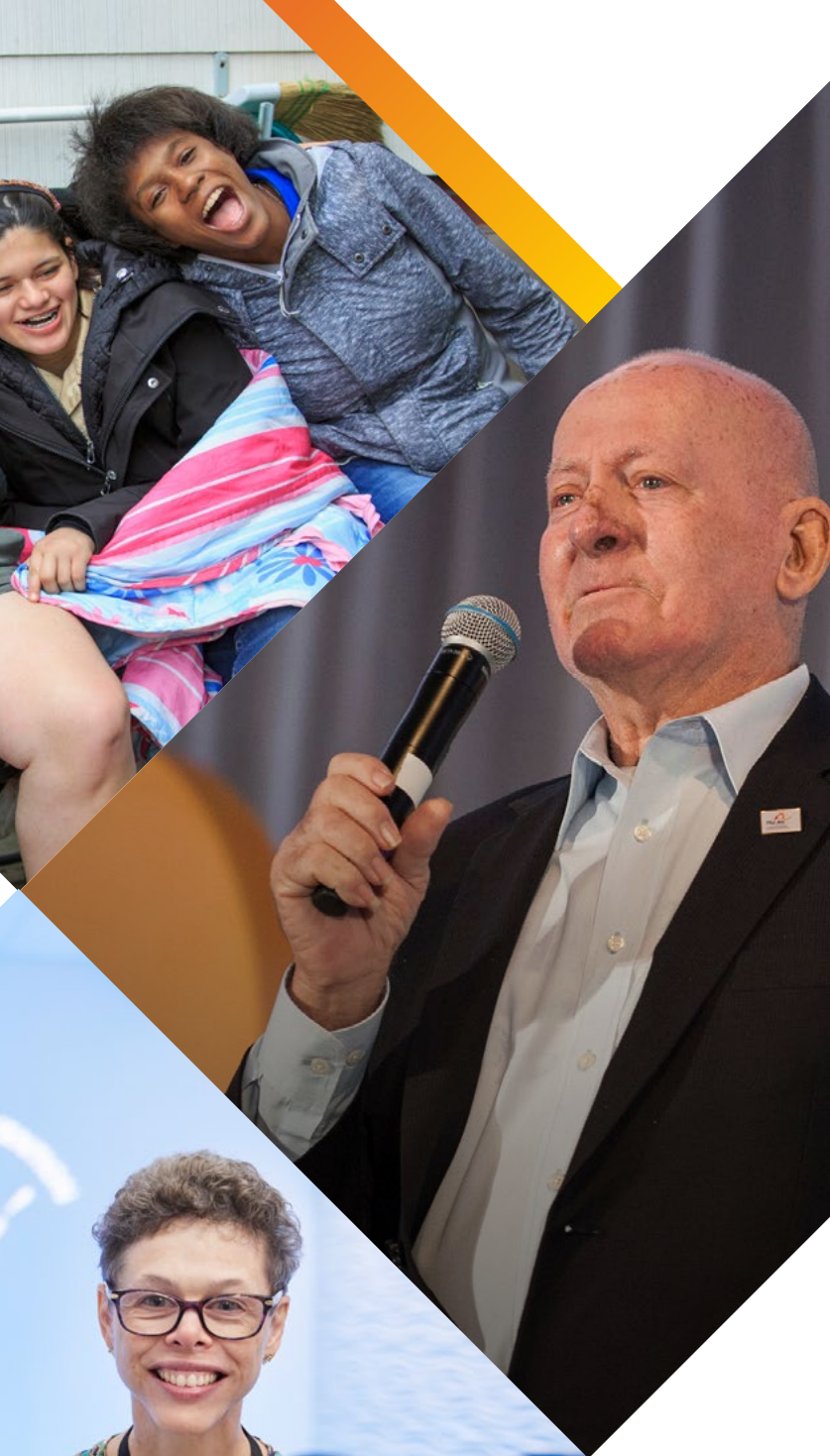


ABOUT US

The Arc is the nation's oldest and largest organization for people with intellectual and developmental disabilities. 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.



Please contact sponsor@thearc.org or visit thearc.org/sponsor to learn more.

Thank you for supporting The Arc!

WASHINGTON, DC 20006
800.433.5255 | TheArc.org



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