The Arc’s reach spans across the United States to nearly **600 chapters**, over **131,000 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 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.
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.

WHO ATTENDS?

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

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.

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.

**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.

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

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