The Arc is the world’s largest and oldest community-based organization of and for people with intellectual and developmental disabilities (IDD) and their families. We work at the national and state levels and in communities across the country serving people with autism, Down syndrome, and a range of other diagnoses.

**WHAT’S INSIDE?**

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4 Why Become a National Sponsor  
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6 Network With Decision Makers  
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578 chapters  
70+ years  
1 million + served annually  
131,000 employees  
3 million website views annually  
400,100+ database constituents
The Arc’s reach spans across the United States to nearly 600 chapters, over 131,000 staff, and millions 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 support 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 of people who are eager to learn about service providers committed to the IDD community.

NCE Fall Leadership Institute
OCTOBER 30 – NOVEMBER 1 | COLUMBUS, OH

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 1 – 3 | COLUMBUS, OH

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.

WHO ATTENDS?

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

WHO ATTENDS?

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

In 2024, the NCE Fall Leadership Institute will be followed immediately by our National Convention.
NETWORK WITH DECISION MAKERS

The titles of people who attend our events include:

- President
- Chief Executive Officer/Executive Director
- Chief Compliance Officer/VP of Compliance
- Chief Development Officer/VP or Director of Development
- Chief Finance Officer/VP or Director of Finance
- Chief Marketing Officer/VP or Director of Marketing
- Chief Operating Officer/VP or Director of Operations
- Chief Policy and Advocacy Officer/VP or Director of Policy and Advocacy
- Chief Programs Officer/VP or Director of Programs
- Chief Technology Officer/VP or Director of Technology
- Chief Transformation Officer
- Vice President of Diversity, Equity, and Inclusion
- Vice President of Innovation
- Vice President of Quality Assurance
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. Email information will be provided for those attendees who opt into receiving sponsor communications.

**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 800+ attendees at a general session...

To providing 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 (6,500+): 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 (40,000+): People who have self-identified as having a disability, parents of people with disabilities, siblings and/or other family members of people with disabilities.

People with disabilities and their families (40,000+): 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

COMCAST
NBCUNIVERSAL

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.
Showcase your organization by placing banner ads in our three main newsletters, reaching the target audience of your choice.

**EMPOWER**
400,000+ 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**
850+ subscribers

This monthly newsletter is distributed to chapter executives, senior leaders, and other members of the National Conference of Executives of The Arc (NCE).
## 2024 National Sponsorship Packages and Benefits

<table>
<thead>
<tr>
<th>Package Level</th>
<th>Movement Leader ($75,000)</th>
<th>Trailblazer ($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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</thead>
<tbody>
<tr>
<td>Logo on website</td>
<td>Homepage &amp; Supporters page</td>
<td>Homepage &amp; Supporters page</td>
<td>Homepage &amp; Supporters page</td>
<td>Supporters page</td>
<td>Supporters page</td>
<td>Supporters page</td>
<td>Supporters page</td>
<td>Supporters page</td>
</tr>
<tr>
<td>Complimentary event registrations</td>
<td>8</td>
<td>8</td>
<td>5</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</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>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Sponsor exhibit table</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<td>1</td>
</tr>
<tr>
<td>Attendee list for Fall Leadership Institute and Convention after the events have concluded</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td>Receive 2 attendee lists prior to the start of our events</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Promotional emails to The Arc’s network</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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</tr>
<tr>
<td>Basic app ad at National Convention</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td>Logo added to the event website’s carousel of featured sponsors</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
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<tr>
<td>Sponsor an existing breakout session at National Convention</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Present a breakout session at National Convention</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
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</tr>
<tr>
<td>Attendee emails (to those who opt in) for Fall Leadership Institute and Convention</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Speak at and sponsor existing event at National Convention</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
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</tr>
<tr>
<td>Logo on Fall Leadership Institute and National Convention websites’ homepage</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Branded networking event for attendees</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
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<tr>
<td>Branded breakfast or lunch with speech</td>
<td>✔</td>
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<tr>
<td>Welcome speech at general session</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Include branded item in attendee bags</td>
<td>✔</td>
<td>✔</td>
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</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:

- **$7,500**
  Sponsor the event Wi-Fi. Available at the Change Agent level and above. Have your company name be the Wi-Fi password.

- **$5,000**
  Exhibit at a second event or have two tables at one event, along with two additional complimentary event registrations.

- **$5,000**
  Sponsor the NCE awards ceremony. Available to sponsors at the Champion level and above.

- **$5,000**
  Sponsor a general breakfast at the event. Available at the Champion level and above.

- **$2,500**
  Purchase an additional banner ad in an e-newsletter of your choice.

- **$2,500**
  Sponsor the conference lanyard. Available to sponsors at the Supporter level and above.

- **$2,500**
  Sponsor the State Chapter Leader Breakfast, the State Chapter Board President Breakfast, the Alumni Council Breakfast, or the NCCJD Breakfast. Available at the Advocate level and above.

*These add-ons come on a first come, first served basis.*
YOU’LL BE IN GOOD COMPANY

and many more!
JOIN US!

Please reach out to me with questions or to become a sponsor.

Braden Horton
Manager of Corporate Partnerships
horton@thearc.org
202-534-3732