



2017 Annual Sponsorship Prospectus





About The Arc

With a history spanning more than 65 years, The Arc provides innovative programs, informative training opportunities, and valuable resources that help further our national mission of advocating for the civil rights of individuals with intellectual and developmental disabilities (I/DD). The Arc provides individuals with the support necessary to live a fulfilling, independent, healthy life of their own choosing.

The Arc reaches into every part of our nation. With more than 650 state and local chapters, we provide individual advocacy, services, and supports. As the nation's leading and largest community-based organization advocating for and serving people with I/DD, no organization does more than The Arc to develop practical solutions and provide opportunities. The Arc partners with allied organizations in the public and private sectors along with our chapters to help people with disabilities fulfill their potential.



Why Sponsor?

Become a sponsor at one or more of The Arc's four annual events, and your organization will have access to the decision makers, influencers, and direct purchasers—including families and self-advocates—who can benefit from your programs, services, or products. Our updated sponsorship options allow you to select both the events and the packages that will impact your business most. These options will help you enhance your presence and grow your business within The Arc's vast network in person, and through a wide range of marketing channels.



Enjoy Valuable Benefits

Each of The Arc's four events reach a different segment of our national constituency. The following sponsorship offerings will help you decide how to best invest based on who your business needs to reach most: chapter leaders and decision makers, families and self-advocates, or the disability sector as a whole. By investing in more than one program, you have the opportunity to cultivate relationships with distinct audiences and tailor the materials you bring to each event while creating better reach over the course of the year.



Number of attendees:
650-800

Type of attendees:
Sector professionals,
academics, state and federal
decision makers, family
members, self-advocates,
and board members and
staff of local and national
disability organizations

Disability Policy Seminar

March 20 - 22, 2017
Washington, District of Columbia

Each spring, The Arc, along with five other national disability organizations, presents a three-day legislative conference. The Disability Policy Seminar includes two days of high quality education about the most serious public policy issues affecting people with I/DD, preparing them to advocate at the state and local level in their home communities as well as nationally. On the third day, many participants visit Capitol Hill and meet with members of Congress and their staffers. This year's seminar will be of particular importance with the new administration and the many significant issues that Congress has expressed an interest in that will have an immediate and significant impact on people with disabilities and their families—including health care, lifeline issues such as SSI and Medicaid, and civil rights. For more information about the Disability Policy Seminar go to: <http://disabilitypolicyseminar.org/>.



Number of attendees:
150-250

Type of attendees:
Executives, board members,
and senior staff working in
development, finance,
operations, and management
from chapters of The Arc

Summer Leadership Institute

July 24 - 26, 2017
St. Louis, Missouri

The Summer Leadership Institute is a more intimate annual event designed to foster a community of mentorship and networking among chapter executives and staff. The Institute is filled with innovative presentations and professional development opportunities on topics in the I/DD sector. Only sponsors are invited to attend the SLI and being there will allow you to get to know our chapter leaders, connect with them personally and better understand their challenges. For more information about the Summer Leadership Institute please check out: <http://nce-sli.org/>



Number of attendees:
1,000-1,200

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Type of attendees:
Chapter leaders and staff,
sector professionals and
academics, caregivers, family
members, self-advocates,
The Arc's national board,
The Arc's national staff

The Arc's National Convention

November 1 - 4, 2017
San Diego, California

The Arc's National Convention offers an invaluable learning and networking experience for attendees. Our biggest event of the year, Convention features substantive breakout sessions, as well as general sessions featuring those making great strides in the I/DD world. Recently featured guests include Tim Shriver, chairman of Special Olympics, and the cast and their families of A&E's Emmy award-winning series *Born This Way*. Breakout sessions focus on unique challenges and opportunities The Arc and its chapters are working to address, whether at the level of federal public policy or one on one in the daily lives of the people we serve and support. The Convention is the only national event that includes a vendor hall. Convention showcases The Arc's role as a change agent in the lives of people with I/DD and their families. For more information about the The Arc's National Convention go to: <http://convention.thearc.org/>.



Number of attendees:
600

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Type of attendees:
National Convention
attendees and VIPs

Catalyst Awards

November 3, 2017
San Diego, California

Embedded within our National Convention, The Arc's Catalyst Awards is a standalone event that recognizes individuals, businesses, and organizations that made significant and positive change in the lives of people with disabilities. Each honoree has done something remarkable that helps fulfill The Arc's mission. Each honoree embodies public understanding and acceptance of people with disabilities from employment and philanthropy to education and media. To see a full list of 2015 and 2016 award winners, visit catalystawards.org.

2017 Sponsorship Rates

Events include: Disability Policy Seminar, Summer Leadership Institute, Convention*, and The Catalyst Awards.

SPONSORSHIP CATEGORY Pricing as of 1/1/17	CHAMPION \$20,000	CATALYST \$15,000	ADVOCATE¹ \$10,500	SUPPORTER \$5,500	FRIEND² \$2,000
Number of events	4	3	2	1	Convention
Total Number of Registrations (to be used for included events)	8	6	4	2	1
Program Book Promotion (if convention included/selected) ³	Full Page Ad in the Convention Program Book and Sponsor Mentions in the DPS, SLI & Catalyst Awards Books	(Depends on selected events) Full Page ad in Convention Program Book, and Sponsor Mentions in DPS & SLI/or Catalyst	(Depending on events selected) Half Page ad in Convention & /or Sponsor Mentions in DPS, SLI or Catalyst Awards Book	Quarter Page ad in the Convention Program Book, or Sponsorship Mentions in DPS or SLI events	3.5 x 2.5 (Quarter Page Ad Size)
Reserved Seating	VIP Seating will be offered at all Convention General Sessions, & the Catalyst Awards	VIP Seating will be offered at all Convention General Sessions, & the Catalyst Awards	X	X	X
Catalyst VIP Reception	Tickets for 6 Guests	Tickets for 4 Guests	Tickets for 2 Guests	X	X
Logo Placement/Sponsor Recognition in other event program books ⁴	✓	✓	✓	✓	X
Access to attendee list (1x for each event)	✓	✓	✓	✓	Convention Only
Logo Placement ⁵ on Screens at events (during general sessions only)	✓	✓	✓	✓	✓
Logo Placement on Event Website	✓	✓	✓	✓	✓
Sponsor Table	Included for Convention	Included for Convention	Included for Convention	Available ⁶ for Convention	X
Banner Ads in E-News	2	2	1	1	✓
Listing in Promotional Emails for Events	✓	✓	✓	✓	✓
Opportunities to Send Emails to The Arc's network (by 12/31/17)	3	² (no more than one for any selected event)	1	1	X
Logo on Event Signage (selected events only)	✓	✓	✓	✓	✓
Logo on Promotion Item (select from list of events or promotional items)	SLI & Convention	SLI & Convention	SLI & Convention	SLI & Convention	X

¹ Only sponsors at the Advocate, Catalyst and Champion Level will be invited to select the Catalyst Awards as one of their selected events

² Friend level sponsorship is only available at Convention.

³ Convention Program book ads for sponsorships for all levels other than "friends" also include a 50 word description for the sponsoring organization

⁴ Sponsors are listed in the programs books for SLI and the Catalyst Awards - no ads are included. The DPS does not include a program book - only a schedule.

⁵ Logo placement on event screens and event websites will be first in order of sponsorship category and then alphabetical within category.

⁶ Sponsors at the Supporter level who wish to add an exhibit table in the pre-function area may do so for an additional \$850. Space is limited for tables during the Sponsor Showcase (one day only).

⁷ Must pre-select either Fusion (if chapter focused) or E-News (if consumer focused) or (new for 2017) the NCE E-Newsletter



Select your Sponsorship

The following events or promotional items may be sponsored (select one):

Featured Events:

Refreshment Breaks

Registration Desk

The Arc Store*

Networking Lounge/Quiet Room*

Promotional Items

Mobile App

Key Card

Lanyards

Notepads

Tote Bags

T-Shirts*



**Available at National Convention only.
Events are not exclusive for any one sponsor.*



Premium Sponsorships

The following events are Premium sponsorships and require a \$5,000 investment on top of sponsorship at the Supporter, Advocate or Champion level.

(Note – a Champion – level sponsor may choose to forgo a third event in favor of including one Premium event):

- ▶ General Session Sponsor (SLI or Convention)
- ▶ Welcome Reception (SLI or Convention)
- ▶ Chapter Leaders Reception*
- ▶ NCE Awards Lunch*
- ▶ Self-Advocacy Symposium*
- ▶ NCE Professional Development Seminar (Pre-Convention)
- ▶ Major Donor Reception*
- ▶ Film Festival*
- ▶ Summer Leadership Social Activities



Premium Event Details

Add a Premium event on to your event selection to ensure your brand gets noticed! Premium event selections are first-come, first-served.

General Sessions

Featuring one or two exhilarating speakers, these sessions open to all attendees creating excitement, stirring feelings and sharing stories that influence and inspire the lives of people in the disability community.

Welcome Reception

Available at SLI and National Convention

The reception takes place after the exciting and inspiring opening general session. This reception is open to everyone.

Chapter Leaders' Reception

Available at National Convention

Executive directors, management staff, and board members gather with colleagues at the beginning of National Convention to socialize and catch up at this important annual informal networking event.



Premium Event Details cont.

National Conference of Executives (NCE) Awards Luncheon

Available at National Convention
NCE members gather and present awards that recognize executives for their outstanding efforts to fulfill the mission, core values, and position statements of The Arc. Awards include the Rising Star Award, Outstanding Professional Achievement Award, Lifetime Achievement Award, and Executive Excellence Award.

Self-Advocacy Symposium

Available at National Convention
The Self-Advocacy Symposium is a meeting where self-advocates from across the country have the opportunity to join together and learn, network, and have fun.

NCE Professional Development Seminar

Available at National Convention
The Professional Development Seminar is a day-and-a-half seminar on hot-button issues in the disability community held before The Arc's National Convention. The Professional Development Seminar is generally attended by chapter leaders and staff.





Premium Event Details cont.

Major Donor Reception

Available at National Convention

This invite-only event is for the most loyal and generous of The Arc's supporters, and offers a chance to network and meet this exclusive group. Keynote speakers and VIPs at Convention also join our most dedicated supporters and sponsors.

Film Festival

Available at National Convention

People with I/DD remain marginalized in the mainstream media. The Arc aims to raise their visibility by showcasing works of all genres by and about this population.

Summer Leadership Institute Social Activities

Available at SLI

There are normally two evening events at SLI, selected each year depending on the locale. This year's SLI will take place in St. Louis, MO.



Achieve with us.®

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