



**2024  
NATIONAL  
SPONSOR  
PROSPECTUS**



*For people with intellectual  
and developmental disabilities*

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.

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**578 chapters**

**70+ years**

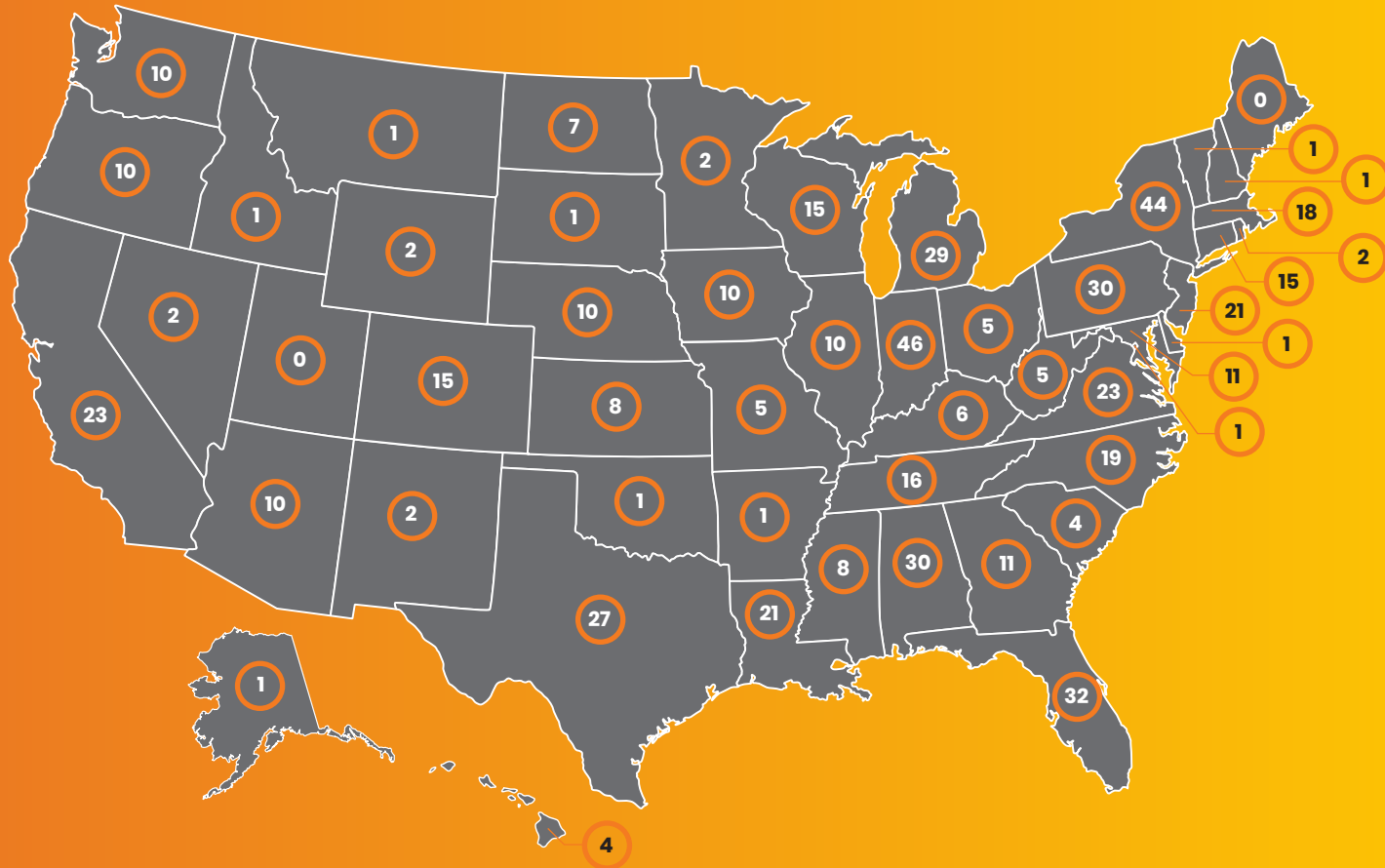
**1 million + served annually**

**131,000 employees**

**3 million website views annually**

**400,100+ database constituents**

# Your Possible Reach Within The Arc's Network



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.

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

## WHO ATTENDS?

# 200

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



## 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](https://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.

## 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](https://convention.thearc.org).

# 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.**

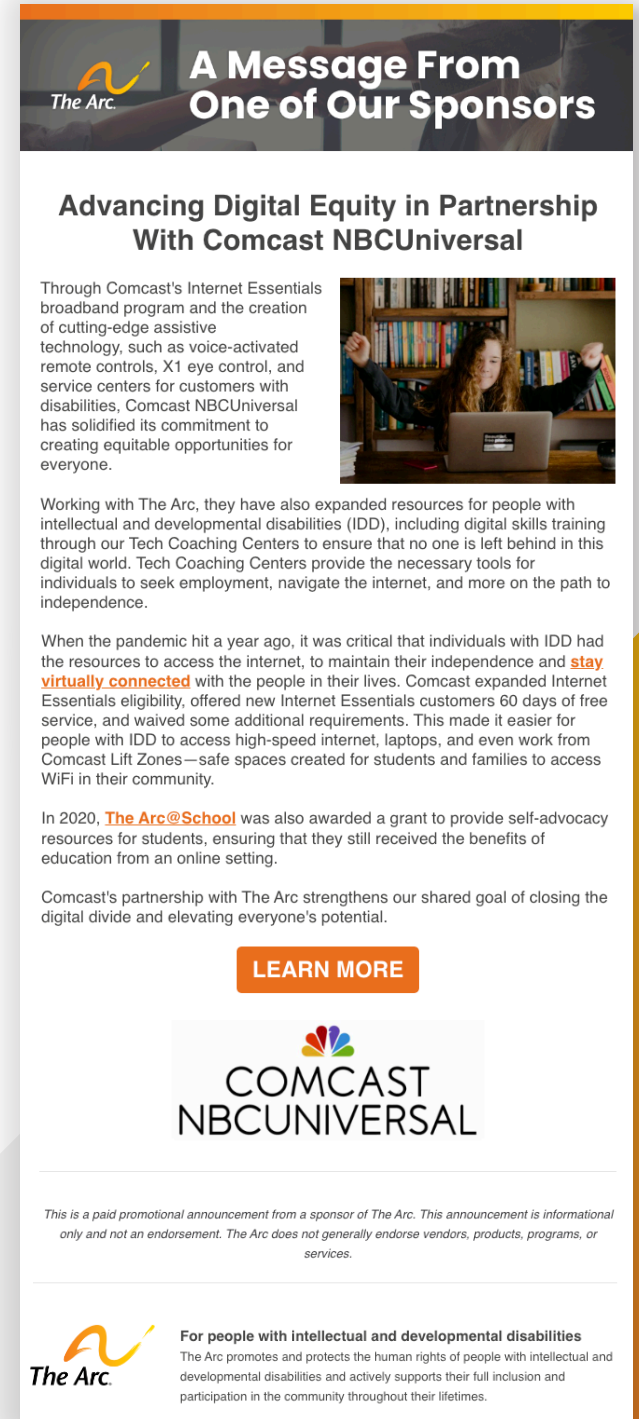
We can target an audience that meets your promotional needs. With your promotional email and/or banner ads, you can promote webinar opportunities, new products and services, and/or other events that would be relevant to our network.

## 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.




The screenshot shows an email header with The Arc logo and the subject line "A Message From One of Our Sponsors". The main heading is "Advancing Digital Equity in Partnership With Comcast NBCUniversal". The body text describes Comcast's Internet Essentials program and its commitment to digital equity. It includes a photo of a young girl using a laptop. A "LEARN MORE" button is present. The Comcast NBCUniversal logo is at the bottom. A disclaimer at the bottom states: "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."

**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](#)



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**The Arc.** 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 by placing banner ads in our three main newsletters, reaching the target audience of your choice.

**Driving Progress for All**  
Proudly fighting for human rights and enhancing the professional and personal development of individuals with all types of disabilities.

**ReedSmith**  
Driving progress through partnership

**Help protect your loved ones**  
with affordable insurance options available to members and their families.

**AMBA**  
ASSOCIATION BETWEEN BENEFIT ADVISORS

**The Arc.**  
For people with intellectual and developmental disabilities

[LEARN MORE TODAY](#)

## 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

	<b>Movement Leader</b> \$75,000	<b>Trailblazer</b> \$50,000	<b>Change Agent</b> \$25,000	<b>Champion</b> \$20,000	<b>Advocate</b> \$15,000	<b>Supporter</b> \$10,000	<b>Friend</b> \$7,500	<b>Participant</b> \$5,000
Logo on website	Homepage & Supporters page	Homepage & Supporters page	Homepage & Supporters page	Supporters page	Supporters page	Supporters page	Supporters page	Supporters page
Complimentary event registrations	8	8	5	4	4	3	3	2
Banner ads in The Arc's newsletters	8	5	4	4	3	2	1	1
Sponsor exhibit table	2	2	1	1	1	1	1	
Attendee list for Fall Leadership Institute and Convention after the events have concluded	✓	✓	✓	✓	✓	✓		
Receive 2 attendee lists prior to the start of our events	✓	✓	✓	✓	✓			
Promotional emails to The Arc's network	3	3	2	1	1			
Basic app ad at National Convention	✓	✓	✓	✓	✓			
Logo added to the event website's carousel of featured sponsors	✓	✓	✓	✓	✓			
Sponsor an existing breakout session at National Convention	✓	✓	✓	✓				
Present a breakout session at National Convention	✓	✓						
Attendee emails (to those who opt in) for Fall Leadership Institute and Convention	✓	✓	✓					
Speak at and sponsor existing event at National Convention	✓	✓						
Logo on Fall Leadership Institute 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:



**\$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



attainable®

The ABLE Savings Plan offered by MEFA

THE  
*Coca-Cola*  
COMPANY

  
COMCAST  
NBCUNIVERSAL

 Common Energy

 Mutual of America  
Financial Group™  
Retirement Services • Investments

  
RESEARCH • PROGRESS • HOPE

*Therap*® | Person-Centered.  
Data-Driven.

and many more!

# JOIN US!

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



**Braden Horton**

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and developmental disabilities*