



2016 NAD CONFERENCE SPONSORSHIP OPPORTUNITIES

Dear Prospective Sponsor:

The National Association of the Deaf (NAD) invites you to sponsor its upcoming exciting 53rd Biennial Conference in exotic Phoenix, Arizona on July 5-9, 2016 at the Marriott Renaissance Phoenix Downtown Hotel and the Phoenix Convention Center. We expect at least **2,000** in attendance for the 2016 Biennial NAD Conference for professional development, training, networking, governance meetings, receptions and exciting evening events. The NAD Conference sponsorship is a proven and effective means for maintaining strong corporate brand awareness and establishing relations with the deaf and hard of hearing community. **Please reserve your sponsorship as soon as possible as specific sponsorship opportunities are made on a first-come basis.**

Sponsors will find the 2016 NAD Conference to be an exciting and appealing one with much to offer to everyone! We have taken steps to ensure that the 2016 NAD Conference draws a larger crowd by making it more affordable to everyone and attracting families. Exhibits are free to everyone! In addition, workshops are open to all who are NAD members. Children under the age of 18 will get free admission to many events, and discounts for the main events.

Hotel and Conference combo prices are affordable and accessible. The Exhibit Hall, Council of Representative meetings, workshops, College Bowl Finals, the Youth Ambassador Program, and the new PulseTHAT! event will all be available in one central place at the Phoenix Convention Center! No long walks to see any of these exciting events!

The Conference will officially begin with an Opening Ceremony that recognizes the unique mix of cultures that characterizes Arizona. From there it is a non-stop week full of information and entertainment with a Community Forum open to the public, an exciting and competitive College Bowl, and a fantastic Youth Ambassador Program contest featuring the most talented of our future leaders.

On Saturday, July 9th, we will provide in our exhibit area a Family Day which will provide everyone including families a way to experience Deaf Culture complete with deaf artists, poets, comedians, and more! We will end the week on Saturday night with the first ever PulseTHAT! event, a “family feud” type of event which will entertain everyone along with a live auction during the evening. In addition, AZAD and ACDHH will partner to provide options for celebrating the 4th of July before the start of the Conference as well as post-conference tours of the grandeur of Arizona.

Eight official conference sponsorship levels (\$50,000 to \$1,000) are available. The benefits associated with each level along with customized branding opportunities are outlined within this Sponsorship package. The various opportunities for the 53rd Biennial NAD Conference are flexible and designed to meet your specific budget and marketing needs – if you have an idea for an opportunity not listed herein, let us know and we’ll work with you!

The NAD was established in 1880 by deaf leaders who believed in the right of the American deaf community to use sign language, to congregate on issues important to them, and to have its interests represented at the national level. These beliefs remain true to this day, with American Sign Language as a core value. The NAD today ensures that the needs and concerns of the nation’s deaf and hard of hearing community are well represented on the federal level through collaborative and cross-disability efforts with consumer and professional organizations.

Please join us! Direct all inquiries about sponsorship levels and opportunities to:

Howard A. Rosenblum
Chief Executive Officer
National Association of the Deaf
howard.rosenblum@nad.org



SPONSORSHIP RECOGNITION LEVELS & BENEFITS

Branding and visibility opportunities are available at various recognition levels, each with commensurate benefits. Sponsors can opt to choose "Customized Sponsorship Opportunities" up to the value of their cash sponsorship (see next document for customized sponsorship opportunities).

Leadership Sponsor - \$50,000

- Recognition as official Leadership sponsor (Opening Ceremony, conference signage and window decal, graphic banner in mobile conference app, and program book; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (with NAD specifications)
- Opening Ceremony video message (2 minute approved video message)
- Premium exhibit space (equivalent to four booths) with distinctive Leadership sponsor designation
- Two years affiliate NAD membership (at appropriate level); includes affiliate listing on NAD affiliate webpage
- Program book advertisement (two full inside pages; sponsor-provided to NAD specifications)
- Reserved VIP seating (for eight) at the Opening Ceremony, College Bowl, Youth Ambassador Program Competition, and PulseTHAT! Event
- Tote bag insertions (four approved sponsor-provided novelty/literature items)
- VIP registration (eight combos/sponsor badge ribbons)
- President's Private Reception (eight tickets)

Equality Sponsor - \$35,000

- Recognition as official Equality sponsor (Opening Ceremony, conference signage and window decal, graphic banner in mobile conference app, and program book; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (with NAD specifications)
- Opening Ceremony video message (1 minute approved video message)
- Premium exhibit space (equal to three side-by-side exhibit booths) with distinctive Equality sponsor designation
- Two years affiliate NAD membership (at appropriate level); includes affiliate listing on NAD webpage
- Program book advertisement (one full inside page; sponsor-provided to NAD specifications)
- Reserved VIP seating (for six) at the Opening Ceremony, College Bowl, Youth Ambassador Program Competition, and PulseTHAT! Event
- Tote bag insertions (three approved sponsor-provided novelty/literature items)
- VIP registration (six combos/sponsor badge ribbons)
- President's Private Reception (six tickets)

Vision Sponsor - \$25,000

- Recognition as official Vision sponsor (Opening Ceremony, conference signage and window decal, graphic banner in mobile conference app, and program book; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (with NAD specifications)
- Opening Ceremony video message (30 second approved video message)
- Premium exhibit space (equal to two side-by-side exhibit booths) with distinctive Vision sponsor designation
- One year affiliate NAD membership (at appropriate level); includes affiliate listing on NAD webpage
- Program book advertisement (one full inside page; sponsor-provided to NAD specifications)
- Reserved VIP seating (for four) at the Opening Ceremony, College Bowl, and Youth Ambassador Program Competition, and PulseTHAT! Event
- Tote bag insertions (two approved sponsor-provided novelty/literature items)
- VIP registration (four combos/sponsor badge ribbons)
- President's Private Reception (four tickets)



Diversity Sponsor - \$15,000

- Recognition as official Diversity sponsor (Opening Ceremony, conference signage and window decal, graphic banner in mobile conference app, and program book; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Opening Ceremony video message (30 second approved video message)
- One standard exhibit booth space with distinctive Diversity sponsor designation
- One year affiliate NAD membership (at appropriate level); includes affiliate listing on NAD webpage
- Program book advertisement (one half page; sponsor-provided to NAD specifications)
- Reserved VIP seating (for three) at the Opening Ceremony, Community Forum, College Bowl, Youth Ambassador Program Competition, and PulseTHAT! Event.
- One tote bag insertion (one approved sponsor-provided novelty/literature item)
- VIP registration (three combos/sponsor badge ribbons)
- President's Private Reception (three tickets)

Justice Sponsor - \$10,000

- Recognition as official Justice sponsor (Opening Ceremony, conference signage and window decal, graphic banner in mobile conference app, and program book; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Opening Ceremony video message (30 second approved video message)
- Program book advertisement (one half page; sponsor-provided to NAD specifications)
- One standard exhibit booth space with distinctive Justice sponsor designation.
- VIP registration (two combos/sponsor badge ribbons)
- President's Private Reception (two tickets)

Advocacy Sponsor - \$5,000

- Recognition as official Advocacy sponsor (Opening Ceremony, conference signage and window decal, graphic banner in mobile conference app, and program book; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Program book advertisement (one quarter page ad; sponsor-provided to NAD specifications)
- VIP registration (one combo/sponsor badge ribbons)
- President's Private Reception (one ticket)

Unity Sponsor - \$2,500

- Recognition as official Unity sponsor (Opening Ceremony, conference signage and window decal, graphic banner in mobile conference app, and program book; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Program book advertisement (one quarter page ad; sponsor-provided to NAD specifications)

Community Sponsor - \$1,000

- Recognition as official Community sponsor (Opening Ceremony, conference signage and window decal, graphic banner in mobile conference app, and program book; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)



CUSTOMIZED SPONSORSHIP OPPORTUNITIES

The National Association of the Deaf (NAD) offers many ways corporations and organizations can demonstrate their support and commitment to serving the deaf, hard of hearing, late deafened and deaf-blind community, through sponsorship of the 53rd Biennial NAD Conference. **All sponsorship opportunities are made on a first-come basis and we encourage you to make your sponsorship arrangement as soon as possible.**

Sponsors can opt to choose "Customized Sponsorship Opportunities" up to the value of their cash sponsorship. For example, if a sponsor provides \$15,000 in cash level sponsorship, they can choose the Conference Brochure (\$5,000), one coffee/tea break in the Exhibit Hall (\$5,000) and one day of CART (\$5,000) sponsorship opportunities for a total of \$15,000.

Customized Sponsorship Opportunities are available on a first-come, first-served basis.

In-kind services are accepted for sponsorship opportunities designated as "in-kind accepted" below. Services must be approved by the NAD and its designated staff or team. In-kind interpreter services must be selected by the NAD Conference interpreter coordination team and have carried out their duties. Sponsors must provide documentation for the value of in-kind services to receive sponsorship level commensurate with their services.

CONFERENCE PUBLICITY

Logo on Conference Compact Guide in Name Tag Badge Holder

Exclusive sponsorship opportunity for branding your business on with sponsor logo displayed prominently on a compact conference guide that will be visible in all attendees' badge holder that shows their name tags. Have your logo seen everywhere!

Sponsorship Amount: \$35,000

Number of Sponsors: Exclusive

Video Message

Exclusive sponsorship opportunity for branding your business on one of our pre-conference videos. Take advantage of this pre-conference opportunity to show your support of the National Association of the Deaf, via video! Sponsor logo and name credit to prominently appear in the beginning and end of the video message.

Sponsorship Amount: \$3,000

Number of Sponsors: One per pre-conference video

Social Media Posts

Exclusive sponsorship opportunity for branding your business on a pre-conference social media messages. Take advantage of this pre-conference opportunity to show your support of the National Association of the Deaf! Sponsor logo to appear in as a light watermark all social media posts related to #NAD2016

Sponsorship Amount: \$3,000

Number of Sponsors: One per pre-conference social media post



NAD@Night EVENTS

Opening Ceremony

Exclusive event sponsorship opportunity for provision of full-length entertainment program at the Opening Ceremony which will be held on Tuesday, July 5, 2016. Includes sponsor recognition in printed event description in the NAD Conference program book, and in the Guidebook app with specific recognition of sponsorship for this event. In addition, we can distribute sponsor-provided novelties for all in attendance. *Note: all sponsors will be recognized at the Opening Ceremony and top levels are given a limited opportunity to provide a video message.*

Sponsorship Amount: \$25,000 **Number of Sponsors:** Exclusive

Community Forum

The NAD will host a Community Forum at which everyone is welcome without charge for the event. The Community Forum will make it possible for all parts of the community to have a full discussion with one another in our efforts to achieve maximum unity which will elevate how our community can achieve all our goals of equality. This Community Forum will take place on Wednesday, July 6, 2016, and the exclusive sponsor will have an opportunity to have its corporate novelties distributed to all attendees along with sponsor recognition in the NAD Conference program book and in the Guidebook app with specific recognition for sponsorship for this event.

Sponsorship Amount: \$25,000 **Number of Sponsors:** Exclusive

College Bowl Finals and Scholarship Awards

Come and watch college students vie against each other in the exciting College Bowl held on Thursday, July 7, 2016. Several colleges and universities will compete in this bowl contest including but not limited to the traditional teams from Gallaudet University in Washington, D.C.; National Technical Institute for the Deaf at Rochester Institute of Technology (NTID/RIT) in New York; and California State University at Northridge (CSUN). Exclusive sponsorship opportunity for provision of College Bowl scholarship awards to individual contestants and alternate. The first place team will receive scholarship awards from the NAD of \$4,000; second place team, \$3,000; third place team, \$2,000. Includes distribution of themed corporate novelties to all attendees, sponsor recognition in NAD Conference program book and in the Guidebook app with specific recognition of sponsorship for this event, and opportunities for provision of welcoming remarks and presentation of contestant awards during private reception to follow.

Sponsorship Amount: \$25,000 **Number of Sponsors:** Exclusive

Youth Ambassador Program Final Rounds and Scholarship Awards

Sponsor the Youth Ambassador Program contest! Join us to watch a competition that showcases young deaf and hard of hearing individuals who will be the leaders of tomorrow. The competition will compel these young individuals to demonstrate their skills and abilities in different areas such as devising a concept for system change, creating a video message to effectuate such change, delivering a convincing presentation to the audience, and prevailing in a series of mental and physical challenges! You have the opportunity to be the exclusive sponsor of the new Youth Ambassador Program contest on Friday, July 8, 2016. The winners of the YAP event will serve as ambassadors of goodwill on behalf of the NAD and the deaf and hard of hearing community at large, speaking to diverse groups nationwide during their two-year term. The two winners each receive a scholarship award of \$5,000 as well as prizes. Includes distribution of sponsor-provided novelties to all attendees, sponsor recognition in NAD Conference program book and in the Guidebook app with specific recognition of sponsorship for this event, and opportunities for provision of welcoming remarks and presentation of contestant awards during private reception to follow.

Sponsorship Amount: \$25,000 **Number of Sponsors:** Exclusive



PulseTHAT! & Live Auction Event

For the first time ever, the NAD will host a PulseTHAT! event on Saturday, July 9, 2016 that will pit various teams against each other in guessing answers to survey questions answered by the deaf and hard of hearing community. Enjoy this fun activity, which will also include a Live Auction of various valuable items including vacations and beautiful artwork! Includes distribution of sponsor-provided novelties to all attendees, sponsor recognition in NAD Conference program book and in the Guidebook app with specific recognition of sponsorship for this event, and opportunities for provision of welcoming remarks and presentation of contestant awards during private reception to follow.

Sponsorship Amount: \$25,000

Number of Sponsors: Exclusive

DAYTIME EVENTS

Continental Breakfasts

Sponsor opportunities for provision of continental breakfast on one of four mornings. Includes prominent provision of welcoming remarks and catering for 300 people. NAD will invoice sponsor, post-conference, for banner hanging and/or audio-visual equipment needs, if used. Open to all who are registered.

Sponsorship Amount: \$15,000/breakfast

(Includes catering, stage, pop-up screen, LCD. Sponsor responsible for all other expenses such as additional catering and A/V, banner hanging, interpreters, and CART)

Number of Sponsors: One per day

Beverage and Snack Breaks

Multiple sponsorship opportunities for provision of complimentary coffee/tea service in the Exhibit Hall during breaks at the conference. Open to everyone, as the Exhibit Hall requires no registration.

Sponsorship Amount: \$10,000/break *(includes catering)*

Number of Sponsors: One per day

CONFERENCE ACCESSIBILITY

Computer Assisted Real-Time Translation (CART)*

Multiple or exclusive sponsorship opportunity for CART services throughout the official Conference program for all plenary and workshop sessions. CART services are provided by skilled stenographers using special equipment that projects the text of spoken presentations. Sponsor credits (opening and closing credits for each session) as well as other amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$5,000/day; \$25,000/week

Number of Sponsors: Multiple or Exclusive

**Sponsors can make an in-kind donation by covering all of the expenses of one or more writers.*

Interpreting Services*

Multiple or exclusive opportunities for support of a full range of interpreting services during the official Conference program including plenary and workshop sessions. Interpreting services range from ASL, signed English, and oral to close-vision, tactile, as well as sign-to-voice services. Includes sponsor recognition at the beginning of every interpreted event.

Sponsorship Amount: \$15,000/day; \$60,000/week

Number of Sponsors: Multiple or Exclusive

**Sponsors can make an in-kind donation by covering all of the expenses of one or more interpreters.*



Support Service Providers*

Multiple or exclusive opportunities for support service providers (SSPs) throughout the official Conference program. SSPs remove barriers for deaf, hard of hearing or late deafened attendees who are deaf-blind or have very limited vision, to take part actively and independently in Conference activities by providing visual information and assistance. Includes amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$5,000/day; \$20,000/week

Number of Sponsors: Multiple or Exclusive

**Sponsors can make an in-kind donation by covering all of the expenses of one or more writers.*

CONFERENCE AMENITIES

Guidebook App Prominent Logo/Link Placement

Grab this excellent sponsorship opportunity to have your logo and link included in a high profile area for the entire day (or week) on the Guidebook app being used throughout the conference. The Guidebook app will be used by all attendees to find workshops, events, locations, and other helpful information. In addition, attendees will get updates and messages alerting them to breaking news during the Conference. All sponsors will have their logos (which includes a link to your webpage) shown on a rolling basis on the bottom of the app, but this Prominent Sponsorship grants you a static logo and link at the top of the app for all to see. This opportunity is available to sponsors on a one-day basis or for the full week.

Sponsorship Amount: \$10,000 per day or 50,000 per week

Number of Sponsors: Multiple or Exclusive

Registrant Tote Bags

Exclusive sponsorship opportunity for durable tote bags, distributed to all Conference registrants. Sponsor name and logo (size and placement on bag at the discretion of the NAD) is imprinted with NAD Conference logo and other identifying information on the tote bag. Includes other amenities described under the appropriate sponsor recognition level. A great promotional opportunity with impact that lasts for years!

Sponsorship Amount: \$25,000

Number of Sponsors: Exclusive