



Sponsorship Opportunities

Dear Prospective Sponsor:

The National Association of the Deaf (NAD) invites you to participate as a sponsor of its upcoming 50th Biennial NAD Conference in Philadelphia, Pennsylvania, July 6-10, 2010 at the Philadelphia Marriott-Downtown on Market Street. The Biennial NAD Conference sponsorship program is a proven and effective means for maintaining strong corporate brand awareness, with many unique and exclusive sponsorship opportunities.

The 50th Biennial NAD Conference is unique in that, for the first time, the Exhibit Hall and workshop sessions will take place in the same space, allowing for free flow between workshops and exhibits. With this layout, we envision exponentially higher traffic in the Exhibit Hall, also open to the public.

Eight official “high-profile” conference sponsorship levels (\$50,000 to \$1,000) are available for 2010. The benefits associated with each level along with customized branding opportunities are outlined within this Sponsorship package. Essentially, the various opportunities for the 50th Biennial NAD Conference in Philadelphia, PA 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 National Association of the Deaf (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 based and professional organizations.

Biennial NAD Conferences provide corporate sponsors with an unparalleled opportunity to reach thousands of key decision-makers across a broad range of constituencies, including deaf, hard of hearing, late deafened, deaf blind and hearing individuals who are professionals, leaders, and consumers who work within the government, nonprofit and corporate sectors. Additional persons in attendance include parents and family members; retirees who remain active in civic and community service; youth from mainstream and residential education programs, colleges and universities; as well as administrators, educators, support service and product/service providers.

We anticipate more than 2,000 in attendance for the 50th Biennial NAD Conference for professional development, training, networking, governance meetings, receptions and related evening events.

Please join us! *Celebrate Our Heritage. Invest in Our Future.*

Inquiries about Sponsorship Levels and Opportunities

Contact: Shane H. Feldman
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Sponsorship Recognition Levels & Benefits

Branding and visibility opportunities are available at various recognition levels, each with commensurate benefits. See also Customized Sponsorship Opportunities (next document).

“Founder” Sponsor - \$50,000

- Recognition as official “Founder” sponsor (Welcome Ceremony, conference signage, program book, and conference newsletter; website; and pre-and post-conference publicity)
- Corporate banner with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Welcome Ceremony message (one sponsor-designated representative stage time and one video commercial, 60 seconds each)
- Premium exhibit space (four booths at end of exhibit row or side-by-side) with distinctive “Founder” sponsor designation
- One year affiliate NAD membership (at appropriate level); includes corporate or organizational affiliate listing on NAD affiliate webpage
- Tote bag insertions (four approved sponsor-provided novelty/literature items)
- Program book advertisement (two full inside pages; sponsor-provided to NAD specifications)
- VIP registration (eight combos/sponsor badge ribbons)
- Closing Banquet (eight tickets) and reserved VIP seating
- VIP president’s private reception (eight tickets)

“Heritage” Sponsor - \$35,000

- Recognition as official “Heritage” sponsor (Welcome Ceremony, conference signage, program book, and conference newsletter; website; and pre-and post-conference publicity)
- Corporate banner with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Welcome Ceremony message (one sponsor-designated representative stage time and one video commercial, 45 seconds each)
- Premium exhibit space (three booths standard, side-by-side exhibit booths) with distinctive “Heritage” sponsor designation
- One year affiliate NAD membership (at appropriate level); includes corporate or organizational affiliate listing on NAD webpage
- Tote bag insertions (three approved sponsor-provided novelty/literature items)
- Program book advertisement (one full inside page; sponsor-provided to NAD specifications)
- VIP registration (six combos/sponsor badge ribbons)
- Closing Banquet tickets (six tickets) and reserved VIP seating
- VIP president’s reception (six tickets)

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“Freedom” Sponsor - \$25,000

- Recognition as official “Freedom” sponsor (Welcome Ceremony, conference signage, program book, and conference newsletter; website; and pre-and post-conference publicity)
- Corporate banner with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Welcome Ceremony message (one sponsor-designated representative stage time and one video commercial, 30 seconds each)
- Premium exhibit space (equivalent to two standard, side-by-side exhibit booths) with distinctive “Freedom” sponsor designation
- One year affiliate NAD membership (at appropriate level); includes corporate or organizational affiliate listing on NAD webpage
- Tote bag insertions (two approved sponsor-provided novelty/literature items)
- Program book advertisement (one half page; sponsor-provided to NAD specifications)
- VIP registration (four combos/sponsor badge ribbons)
- Closing Banquet tickets (four tickets) and reserved VIP seating
- VIP president’s reception (four tickets)

“Liberty” Sponsor - \$15,000

- Recognition as official “Liberty” sponsor (Welcome Ceremony, conference signage, program book, and conference newsletter; website; and pre-and post-conference publicity)
- Corporate logo with live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Welcome Ceremony message (one sponsor-designated representative stage time and one video commercial, 15 seconds each)
- One standard exhibit booth space with distinctive “Liberty” sponsor designation
- Tote bag insertions (one approved sponsor-provided novelty/literature item)
- Program book advertisement (one quarter page ad; sponsor-provided to NAD specifications)
- VIP registration (three combos/sponsor badge ribbons)
- Closing Banquet tickets (three tickets) and reserved VIP seating
- VIP president’s reception (three tickets)

“Independence” Sponsor - \$10,000

- Recognition as official “Independence” sponsor (Welcome Ceremony, conference signage, program book, and conference newsletter; website; and pre-and post-conference publicity)
- Live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Program book advertisement (50% off half page ad, sponsor-provided to NAD specifications)
- One standard exhibit booth space (25% off) with distinctive “Independence” sponsor designation.
- VIP registration (two combos/sponsor badge ribbons)
- Closing Banquet tickets (two tickets) and reserved VIP seating
- VIP president’s reception (two tickets)

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“Constitution” Sponsor - \$5,000

- Recognition as official “Constitution” sponsor (Welcome Ceremony, conference signage, program book, and conference newsletter; website; and pre-and post-conference publicity)
- Live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- Program book advertisement (25% off one quarter page ad, sponsor-provided to NAD specifications)
- VIP registration (one combo/sponsor badge ribbons)
- Closing Banquet tickets (one ticket)
- VIP president’s reception (one ticket)

“Justice” Sponsor - \$2,500

- Recognition as official “Justice” sponsor (Welcome Ceremony, conference signage, program book, and conference newsletter; website; and pre-and post-conference publicity)
- Live link on NAD conference sponsor index page (sponsor-provided to NAD specifications)
- VIP registration (one combo/sponsor badge ribbons)
- VIP president’s reception (one ticket)

“Stars and Stripes” Sponsor - \$1,000

- Recognition as official “Stars and Stripes” sponsor (Welcome Ceremony, conference signage, program book, and conference newsletter; website; and pre-and post-conference publicity)
- 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 50th Biennial NAD Conference.

PRE-CONFERENCE ESSENTIALS

Conference Brochure

Exclusive sponsorship opportunity for branding your business on a pre-conference, full-color, multi-page brochure (8.5”x11”) mailed or distributed to past conference and prospective attendees. Take advantage of this pre-conference opportunity to show your support of the National Association of the Deaf, before all others. Sponsor logo and name credit to prominently appear in full color on front cover.

Sponsorship Amount:	\$5,000
Number of Sponsors:	Exclusive

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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: \$7,000/day; \$35,000/week

Number of Sponsors: Multiple or Exclusive

*Agencies can make an in-kind donation by covering all of the expenses of one or more writers. (Value and recognition to be discussed with NAD conference planner.)

*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 credits as part of the CART process (See CART Services opportunity, above) as well as other amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$8,000/day; \$40,000/week

Number of Sponsors: Multiple or Exclusive

*Agencies can make an in-kind donation by covering all of the expenses of one or more interpreters. (Value and recognition to be discussed with NAD conference planner.)

*Support Service Providers**

Multiple or exclusive opportunities for support service providers (SSPs) throughout the official Conference program. SSPs empower deaf, hard of hearing or late deafened attendees who are deaf-blind or have very limited vision, enabling them 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: \$4,000/day; \$20,000/week

Number of Sponsors: Multiple or Exclusive

*Agencies can make an in-kind donation by covering all of the expenses of one or more Support Service Providers to work with the team on an average of seven hours a day. (Value and recognition to be discussed with NAD conference planner.)

CONFERENCE AMENITIES

Daily Newsletter

Exclusive sponsorship opportunity for support of the daily Conference newsletter, distributed at strategic locations throughout Conference facilities. Sponsor name and logo displayed prominently in each of the daily issues, as well as other amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$5,000

Number of Sponsors: Exclusive

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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

CONFERENCE EVENTS

College Bowl Finals and Scholarship Awards

Exclusive sponsorship opportunity for provision of College Bowl scholarship awards to individual contestants and alternates on Thursday evening, July 8. The first place team will receive scholarship awards of \$5,000; second place team, \$3,500; third place team, \$2,500 and the fourth place team, \$1,000. Held at biennial Conferences since 1988, the NAD College Bowl brings together young and talented deaf and hard of hearing college students for an evening of academic competition. This is an opportunity to invest in the future of deaf and hard of hearing youth and the community-at-large!

Includes distribution of themed corporate novelties to all attendees, sponsor recognition in printed event description for the College Bowl Finals and in the NAD Conference program book; and opportunities for provision of welcoming remarks and presentation of contestant awards during private reception to follow, as well as other amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$25,000

Number of Sponsors: Exclusive

Miss Deaf America Finals and Scholarship Awards

Exclusive sponsorship opportunity for provision of expanded Miss Deaf America Finals Scholarship Awards on Friday evening, July 9. This highly popular biennial NAD Conference tradition features a dazzling program with talented young contestants who have won in their state association competitions. The winner, Miss Deaf America, serves as an ambassador of goodwill on behalf of the NAD and the deaf community at large, speaking to diverse groups nationwide during her two-year reign. The winner receives a scholarship award of \$6,500; additional awards are as follows; first runner up, \$3,500; second runner up, \$2,000; third runner up, \$1,500; and fourth runner up, \$1,000.

Includes distribution of themed corporate novelties to all attendees, sponsor recognition in Miss Deaf America Finals program book as well as NAD Conference program book, and opportunities for provision of welcoming remarks and presentation of contestant awards during private reception to follow, as well as other amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$25,000

Number of Sponsors: Exclusive

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Closing Banquet

Exclusive sponsorship opportunity for provision of full-length entertainment program at the Closing Banquet on Saturday evening, July 10, 2010. Includes sponsor recognition in printed event description and the NAD Conference program book; distribution of themed (to be determined) corporate novelties at banquet tables for all in attendance, and opportunities for provision of welcoming remarks, as well as other amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$35,000

Number of Sponsors: Exclusive

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ADDITIONAL OPPORTUNITIES

Continental Breakfasts

Multiple sponsor opportunities for provision of continental breakfast for 500 guests on one of three Conference week mornings, July 8, 9, or 10. (*Catering and AV costs at sponsor's expense; arrangements handled by the sponsor.*) Includes prominent display of sponsor provided banner with logo at the breakfast (hanging at sponsor's expense), opportunities for provision of welcoming remarks, as well as other amenities described under the appropriate sponsor recognition level. (NAD will invoice sponsor, post-conference, for banner hanging and/or audio-visual equipment needs, if used.)

Sponsorship Amount: \$15,000/breakfast (plus catering, AV and banner hanging)

Number of Sponsors: Four

Beverage and Snack Breaks

Multiple sponsorship opportunities for provision of complimentary beverage/snack service breaks in the morning and/or afternoon during the conference on July 8, 9, and 10. (Catering costs additional; arrangements handled by the sponsor.) Includes sponsor-provided banner with logo for food table display, as well as other amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$5,000/break (plus catering)

Number of Sponsors: Multiple

De'VIA - the Deaf Experience

Exclusive sponsorship opportunity for Deaf View/Image Art space, which is also known as De'VIA, is created when the artist intends to capture their deaf experience in their artwork-- by sharing the beauty of American Sign Language (ASL) and showing the world how it feels to be deaf.

Includes sponsor recognition in the art area, as well as other amenities described under the appropriate sponsor recognition level.

Sponsorship Amount: \$10,000

Number of Sponsors: Exclusive