



National Association of the Deaf
www.nad.org

Sponsorship Opportunities

Dear Prospective Sponsor:

The National Association of the Deaf (NAD) is excited to invite you to sponsor the upcoming NAD Leadership Training Conference (NLTC) at the Skirvin Hilton Hotel in Oklahoma City, Oklahoma on October 5-7, 2017. We anticipate hosting approximately 200 people at this conference for professional development, training, networking, and organizational leadership education. The conference will feature a Welcoming Reception and two Keynote Luncheons. The attendees are diverse, and include representatives of state associations and affiliate organizations throughout the country as well as individuals seeking professional development and leadership training. NLTC sponsorship is an excellent means to maintaining strong corporate brand awareness and establishing relations with the deaf and hard of hearing community.

NLTC sponsorship levels are available from \$10,000 to \$1000. This Sponsorship package outlines the benefits associated with each level along with customized branding opportunities available. The various opportunities for the 2017 NLTC 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 will work with you!

Established in 1880, the NAD is the oldest national civil rights organization in the country. Deaf leaders founded the NAD with the goal of advocating for the right of the deaf community in the United States to use sign language, to congregate on issues important to them, and to have its interests represented at the national level. The NAD remains true to these goals, and ensures that the needs and concerns of the nation's deaf and hard of hearing community is well represented on the federal level through collaborative and cross-disability efforts with consumer and professional organizations.

Your support is essential to the advancement of equality for all, and we look forward to working with you to promote your company with our community.

Please join us!

Inquiries about Sponsorship Levels and Opportunities

Contact: Howard A. Rosenblum, CEO
National Association of the Deaf
E-mail: 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).

Platinum Sponsor - \$10,000

- Recognition as official Platinum Sponsor on all NLTC publicity (Welcoming Reception, Keynote Luncheons, conference signage, guidebook, website, and pre-and post-conference publicity)
- Welcome Ceremony message (sponsor-designated representative, five minute message)
- Both Luncheon Events message (sponsor-designated representative, two minute message)
- Exhibit booth during NLTC
- Sponsorship opportunities for specific NLTC events, as explained below.
- Corporate logo with live link on NLTC sponsor index page (sponsor-provided to NAD specifications)
- One year affiliate NAD membership (at appropriate level); includes affiliate listing on NAD affiliate webpage
- Top tier advertisement in all publicity including website, guidebook, and social media
- VIP registrations for ten people (registrations/sponsor badge ribbons)

Gold Sponsor - \$5,000

- Recognition as official Gold Sponsor on all NLTC publicity (Welcoming Reception, Keynote Luncheons, conference signage, guidebook, 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 (sponsor-designated representative, two minute message)
- One Luncheon Event message (sponsor-designated representative, two minute message)
- Exhibit booth during NLTC
- Sponsorship opportunities for specific NLTC events, as explained below.
- One year affiliate NAD membership (at appropriate level); includes affiliate listing on NAD webpage
- Gold level advertisement in all publicity including website, guidebook, and social media
- VIP registration for five people (registrations/sponsor badge ribbons)



Silver Sponsor - \$2,500

- Recognition as official Silver Sponsor on all NLTC publicity (Welcoming Reception, Keynote Luncheons, conference signage, guidebook, 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 (sponsor-designated representative, one minute message)
- Exhibit booth during NLTC
- Sponsorship opportunities for specific NLTC events, as explained below.
- One year affiliate NAD membership (at appropriate level); includes affiliate listing on NAD webpage
- Silver level advertisement in all publicity including website, guidebook, and social media
- VIP registration (three registration/sponsor badge ribbons)

Bronze Sponsor - \$1,000

- Recognition as official Bronze Sponsor on all NLTC publicity (Welcoming Reception, Keynote Luncheons, conference signage, guidebook, 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 (sponsor-designated representative, 30 second message)
- Exhibit booth during NLTC
- One year affiliate NAD membership (at appropriate level); includes affiliate listing on NAD webpage
- Bronze level advertisement in all publicity including website, guidebook, and social media
- VIP registration (one registration/sponsor badge ribbon)



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 2017 NAD Leadership Training Conference.

MEAL EVENTS

Welcoming Reception

Sponsorship opportunities are available for the Welcoming Reception on the evening of Thursday, October 5, 2017. The NAD and the Alabama Association of the Deaf will greet everyone as they arrive at this reception that includes delicious food and refreshing drinks. Platinum, Gold, and Silver Sponsors will be entitled to make welcoming remarks to everyone as we kick off the NLTC!

Platinum Sponsor: Five-minute message

Gold Sponsor: Two-minute message

Silver Sponsor: One-minute message

Keynote Luncheons

Exclusive sponsorship opportunity for the either of the Keynote Luncheons on Friday, October 6 or Saturday, October 7. In between intensive training sessions, conference attendees will be treated to a delicious lunch and inspiring speeches by the Keynote speaker of the day. Be recognized as the Luncheon sponsor, complete with the opportunity to promote your company for five minutes to all the lunch participants!

Sponsorship Amount: \$5,000 for one lunch



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 captioning technicians 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.

Minimum Sponsorship Amount: \$1,000

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

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.

Minimum Sponsorship Amount: \$1,000

*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 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.

Minimum Sponsorship Amount: \$1,000

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