



2024 NAD CONFERENCE SPONSORSHIP OPPORTUNITIES

Dear Prospective Sponsor:

The National Association of the Deaf (NAD) invites you to sponsor its upcoming exciting 57th Biennial Conference in the fantastic city of Chicago, Illinois on July 1-6, 2024 at the Sheraton Grand Chicago Riverwalk.

We are preparing for a successful in-person 2024 Biennial NAD Conference with opportunities 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 2024 NAD Conference to be a thrilling and appealing one with much to offer everyone! We're excited to once again open the Exhibit Hall for free to the public as previous conferences have proven that to be a true benefit for the local community. Workshops are also free for NAD members. Everything for our conference will be in one location in close proximity to each other at the Sheraton Grand Chicago Riverwalk hotel, including workshops, events, exhibits, and meals.

Each night, we will have exciting events to entertain everyone! The Conference will officially begin with an Opening Ceremony and on the next night will host the exciting College Bowl Finals featuring students from across the country and then will close out the conference with a Pitch Competition that will feature a night of networking and presentations and talent from the future leaders of our community!

Eight official conference sponsorship levels (\$50,000 to \$2,500) are available. The benefits associated with each level along with customized branding opportunities are outlined within this Sponsorship package. We are available to work with you to find the best fit for your company!

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

Jenilee Marques
Operations Manager
National Association of the Deaf
jenilee.marques@nad.org



SPONSORSHIP RECOGNITION LEVELS & BENEFITS

Branding and visibility opportunities are available at various recognition levels, each with commensurate benefits. We have flexibility in how any sponsorship will be recognized, so if you have different ideas or any questions, please contact us to discuss.

Leadership Sponsor - \$50,000

- Recognition as official Leadership sponsor (Opening Ceremony; conference signage and decal; graphic banner in mobile conference app; logo in program book and conference website; and pre- and post-conference publicity)
- Logo with link on conference sponsor page
- 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), and listing on NAD affiliate webpage
- Program book advertisement (two full inside pages, center spread, sponsor-provided)
- VIP Combo registration for eight with reserved seating at all three NAD@night events
- Tote bag insertions (four approved sponsor-provided novelty/literature items)
- President's Private Appreciation Event (eight tickets)
- Option to host focus group meeting at the NAD Conference
- Social Media video (1-minute approved message) for Sponsor to post and the NAD to share
- Company Logo displayed in Social Media album
- Recognition as Official Sponsor of any NAD@night event on a first come basis, with opportunity for in-person remarks

Equality Sponsor - \$35,000

- Recognition as official Equality sponsor (Opening Ceremony; conference signage and decal; graphic banner in mobile conference app; logo in program book and conference website; and pre- and post-conference publicity)
- Logo with link on conference sponsor page
- 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), and listing on NAD affiliate webpage
- Program book advertisement (one full inside page, sponsor-provided)
- VIP Combo Registration for six with reserved seating at all three NAD@night events
- Tote bag insertions (three approved sponsor-provided novelty/literature items)
- President's Private Appreciation Event (six tickets)
- Option to host focus group meeting at the NAD Conference (priority to top sponsors)
- Social Media video (1-minute approved message) for Sponsor to post and the NAD to share
- Company Logo displayed in Social Media album



Vision Sponsor - \$25,000

- Recognition as official Vision sponsor (Opening Ceremony; conference signage and decal; graphic banner in mobile conference app; logo in program book and conference website; and pre- and post-conference publicity)
- Logo with link on conference sponsor page
- 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 listing on NAD affiliate webpage
- Program book advertisement (one full inside page, sponsor-provided)
- VIP Combo Registration for four with reserved seating at all three NAD@night events
- Tote bag insertions (two approved sponsor-provided novelty/literature items)
- VIP registration (four combos/sponsor badge ribbons)
- President's Private Reception (four tickets)
- Option to host focus group meeting at the NAD Conference (priority to top sponsors)
- Social Media video (1-minute approved message) for Sponsor to post and the NAD to share
- Company Logo displayed in Social Media album

Diversity Sponsor - \$15,000

- Recognition as official Diversity sponsor (Opening Ceremony; conference signage and decal; graphic banner in mobile conference app; logo in program book and conference website; and pre- and post-conference publicity)
- Logo with link on conference sponsor page
- 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 listing on NAD affiliate webpage
- Program book advertisement (one half page; sponsor-provided)
- VIP Combo Registration for three with reserved seating at all three NAD@night events
- One tote bag insertion (one approved sponsor-provided novelty/literature item)
- President's Private Appreciation Event (three tickets)
- Social Media post (square graphic) for Sponsor to post and the NAD to share/collab
- Company Logo displayed in Social Media album



Justice Sponsor - \$10,000

- Recognition as official Justice sponsor (Opening Ceremony; conference signage and decal; graphic banner in mobile conference app; logo in program book and conference website; and pre-and post-conference publicity)
- Logo with link on conference sponsor page
- Opening Ceremony video message (30-second approved video message)
- Program book advertisement (one half page, sponsor-provided)
- One standard exhibit booth space with distinctive Justice sponsor designation
- VIP Combo Registration for two
- President's Private Appreciation Event (two tickets)
- Social Media post (square graphic) for Sponsor to post and the NAD to share/collab
- Company Logo displayed in Social Media album

Advocacy Sponsor - \$5,000

- Recognition as official Advocacy sponsor (Opening Ceremony; conference signage and decal; logo in program book and conference website; and pre-and post-conference publicity)
- Logo with link on conference sponsor page
- Program book advertisement (one quarter page ad, sponsor-provided)
- VIP Combo Registration for one
- President's Private Appreciation Event (one ticket)
- Company Logo displayed in Social Media album

Unity Sponsor - \$2,500

- Recognition as official Unity sponsor (Opening Ceremony; conference signage and decal; logo in program book and conference website; and pre-and post-conference publicity)
- Logo with link on conference sponsor page
- Program book advertisement (one quarter page ad)
- Combo Registration for one
- Company Logo displayed in Social Media album