

Building an Inclusive Future: Easterseals Policy & Partnership Forum

April 26-27, 2023
Washington, D.C.



Join us in ensuring every person with a disability, older American, and veteran has full access to the supports and services they need to lead a full life.

About Easterseals



What does an inclusive future look like? It requires a society that ensures people with disabilities, veterans, and older Americans have equitable access to transportation, employment, education, health care, and their communities. Easterseals and its network of 71 Affiliates are building on a century of service to create that society in thousands of communities across America.

We are supporting millions of children and adults with disabilities, so that —

- **Kids are nurtured and set up for success.**
- **Fulfilling and sustained employment is attainable, and quality health care is affordable and accessible.**
- **Older Americans and veterans can find the services they need to thrive.**
- **Families can grow stronger together.**

Easterseals is a leader in advocating for policies and programs that empower people with disabilities to lead full lives, from the Americans with Disabilities Act to the present.

In an ever-evolving world, our challenge is to continually envision an inclusive tomorrow, and put policies in place to support that world. Like eliminating the choice between employment and medical benefits, raising Medicaid reimbursement rates so that people with disabilities can earn a living wage, and making air travel accessible. We must make sure that policies keep pace with rapid change.



Please join us April 26-27, 2023 at the inaugural **Building an Inclusive Future: Easterseals Policy & Partnership Forum** in our nation's capital, where we'll discuss solutions with lawmakers from the House and the Senate; representatives from the disability community; thought leaders on equity and accessibility; and corporate changemakers.

We hope you will partner with Easterseals to make this needed change a reality.

At this forum, we will also release a report detailing public policy recommendations to support people with disabilities, veterans, and older Americans.

Easterseals is excited to serve as the catalyst for this meeting. We hope you will join us in our common goal of greater disability inclusion.

We value your participation and support in the Forum as Easterseals addresses disparities people in our communities face as well as other critical Social Determinants of Health. Together, we can achieve heightened awareness and education to influence collaborative change.

Participants in this event will:

Schedule meetings with legislators and policymakers to discuss key issues around supporting and protecting the rights of 61 million Americans living with disabilities today.

Share promising policy solutions to address disparities in access to transportation and employment for people with disabilities, veterans, and older adults.

Hear from legislators, leaders in the disability community, veterans, older Americans, and corporate changemakers committed to assuring a more inclusive world.

Easterseals Policy & Partnership Forum

Sponsorship Opportunities

Sponsors of the Building an Inclusive Future: Easterseals Policy & Partnership Forum realize benefits including:

- **Alignment with Easterseals as a trusted brand to position your company as a champion of full equity, inclusion, and accessibility.**
- **Participation in Capitol Hill Day visits with legislators alongside Easterseals' state and national leaders, as well as people with disabilities to amplify equitable employment and transportation opportunities for those populations we serve.**
- **Attending the Easterseals Policy & Partnership Forum with legislators, corporate leaders, and members of the disability community to learn how they are advancing equitable employment and transportation opportunities with the disability community.**
- **Developing meaningful connections with leaders across Easterseals' national network of Affiliates including board members, Affiliate CEOs, government relations staff, volunteers, strategic partners, and other supporters.**
- **Advancing your DEI&A goals and demonstrating your company's commitment and investment.**



Sponsorship Opportunities

Presenting Sponsor

\$100,000 (One available)

The Building an Inclusive Future: Easterseals Policy & Partnership Forum will bring legislators, leaders in the disability community, and corporate influencers together to discuss solutions to address disparities in employment and transportation for people with disabilities, veterans, and older adults.

- Category exclusivity and recognition as the exclusive sponsor of the Easterseals Policy & Partnership Forum within your industry
- Opportunity for an executive leader to provide remarks and introduce the Forum's Keynote Speaker
- Corporate representative on one Forum panel discussion
- Media interviews with corporate CEO and Easterseals CEO, pre- and post-Forum
- Photo opportunity on the steps of the Capitol with corporate leaders and Capitol Hill Day attendees
- Video interview with corporate CEO and Easterseals CEO
- VIP table for eight guests during the Forum luncheon
- VIP tour of Easterseals DC/MD/VA Affiliate location
- One complimentary hotel room for up to two nights during the Forum
- Eight complimentary Forum registrations
- Additional Presenting Level Sponsor benefits (included in sponsor grid)



Sponsorship Opportunities

Chairman Level

Capitol Hill Day Sponsor \$40,000 (One available)

Attendees are encouraged to participate in meetings with their respective delegations in the U.S. Congress on Capitol Hill. Having disability professionals and experts engage in personal interactions with members of Congress and staff delivers on-the-ground perspectives necessary for policymakers to make informed decisions.

- Recognition as one of three Chairman Level Sponsors
- Sponsor recognition and activation opportunities during the Capitol Hill Day breakfast gathering
- Visibility at the registration area
- Photo opportunity on the steps of the Capitol with corporate leaders and Capitol Hill Day attendees
- Video interview with corporate CEO and Easterseals CEO
- VIP Tour of Easterseals DC/MD/VA Affiliate location
- Additional Chairman Level Sponsor benefits included in sponsor grid



Sponsorship Opportunities

Chairman Level

Welcome Reception Sponsor \$40,000 (One available)

Be the exclusive sponsor of the Welcome Reception for all Building an Inclusive Future: Easterseals Policy & Partnership Forum attendees who are eager and excited to network with their peers, explore opportunities to amplify their work on behalf of the disability community with federal, state, and local legislators, and foster new relationships with Easterseals board members, Affiliate leaders, corporate sponsors, and members of the disability community.

- Recognition as one of three Chairman Level Sponsors
- A private gathering will be held 45 minutes prior to the welcome reception for our sponsors, partners, and VIP guests to attend this exclusive meet-and-greet event with the keynote speaker, lawmakers, Easterseals ambassadors, influencers, etc.
- Opportunity to provide remarks during the Welcome Reception (up to 3 minutes)
- Opportunity to disseminate promotional materials
- Additional Chairman Level Sponsor benefits included in sponsor grid

Social Media Sponsor \$40,000 (One available)

Coverage of Building an Inclusive Future: Easterseals Policy & Partnership Forum will be amplified through social media by a dynamic influencer from the disability space. The influencer will report on Forum activities by interviewing speakers, policymakers, and national disability experts.

- Recognition as one of three Chairman Level Sponsors
- A sponsor representative will be interviewed to discuss the company's commitment to inclusion and accessibility
- Opportunity to tag sponsor company in any messages on Easterseals social channels and the influencer's social channels
- Additional Chairman Level Sponsor benefits included in sponsor grid



Sponsorship Opportunities

Cornerstone Level

Cocktail Party \$25,000 (One available)

As the cocktail party sponsor, your company's logo will be displayed and seen by all attendees as they mingle and enjoy a drink and light appetizers. This is your opportunity to celebrate and end the event on a fun note with each attendee knowing drinks were on you!

- Recognition as one of two Cornerstone Level Sponsors
- Opportunity to provide remarks during the Cocktail Party (up to 3 minutes)
- Opportunity to disseminate promotional materials
- Additional Cornerstone Level Sponsor benefits included in sponsor grid

Charging Lounge \$25,000 (One available)

Capture attendees' undivided attention as they power up their laptops, cell phones, and other wireless devices. The Charging Lounge provides a convenient service to Policy & Partnership Forum attendees and gives your company the opportunity to get your message across to a captive audience. Your company logo or message will be displayed on all signage in this area.

- Additional Cornerstone Level Sponsor benefits included in sponsor grid



Sponsorship Opportunities

Capitol Circle Level

Networking Breakfast \$10,000 (One available)

The Policy & Partnership Forum will culminate on Friday with a networking breakfast held prior to Easterseals' National Board meeting. Attendees will include Easterseals National Board and staff, leaders from the Affiliate Network, corporate sponsors, and VIP guests.

- Opportunity for two guests to be seated with Easterseals National President & CEO, Kendra Davenport
- Opportunity to disseminate promotional materials at the Breakfast
- Additional Capitol Circle Level Sponsor benefits included in sponsor grid

Conference App Sponsor \$10,000 (One available)

One sponsor's logo will be featured on the main page of the Whova conference app. Attendees will use the app to access all event details, network with their peers and sponsors, and post photos of their experiences at the Forum.

- Additional Capitol Circle Level Sponsor benefits included in sponsor grid

Wi-Fi Sponsor \$10,000 (One available)

The Wi-Fi sponsor will cover the cost of wireless service for attendees of the Policy & Partnership Forum. This complimentary service will be greatly appreciated when participants access the conference Whova app. Sponsor receives the exclusive opportunity to select the Wi-Fi network password used throughout the event.

- Additional Capitol Circle Level Sponsor benefits included in sponsor grid



Sponsorship Opportunities

Capitol Circle Level

Transportation Sponsor \$10,000 (One available)

The Transportation sponsor of the Policy & Partnership Forum will help underwrite the cost of transportation for our attendees and special guests to meet with legislators, exclusively tour the Easterseals DC/MD/VA affiliate location, attend the cocktail party, and effortlessly arrive back to their hotel for the evening. Transportation includes shuttles to Easterseals DC/MD/VA and codes for rideshares for over 200 attendees. Ensuring advocates arrive safely and stress-free to and from events is critical to an impactful Capitol Hill Day.

- Additional Capitol Circle Level Sponsor benefits included in sponsor grid

Emerging Leader Affiliate Scholarships \$10,000 (Multiple Available)

Sponsor the costs of Easterseals Affiliate leaders to participate in the Building an Inclusive Future: Easterseals Policy & Partnership Forum.

- Additional Capitol Circle Level Sponsor benefits included in sponsor grid



Sponsor Benefits

	Presenting (1) \$100,000	Chairman (3) \$40,000	Cornerstone (2) \$25,000	Capitol Circle \$10,000
Exclusive to 1 sponsor with category exclusivity	●			
Policy & Partnership Forum Sponsor Benefits	●			
VIP table for 8 guests at the Policy & Partnership Forum	●			
Complimentary room for up to (1) one guest for two nights at the host hotel	●			
Name recognition in a national press release, including a template provided to Easterseals Affiliates across the country that are sending representative to the Policy & Partnership Forum	●	●		
Participate in a VIP tour of Easterseals DC/MD/VA affiliate location	●	●	●	
Access to a 6-foot table and exhibit space at a premium location (limited to 6 sponsors)	●	●	●	
Invitation to a VIP Meet & Greet event	●	●	●	●
Complimentary registrations to attend the Policy & Partnership Forum	8	4	3	2
Invitation to the Welcome Reception, Cocktail Party, and Networking Breakfast	●	●	●	●
Promotional & Marketing				
Access to the attendee list for follow up promotional and marketing opportunities	●	●		
Provide promotional items or product sample(s) at the exhibiting area	2 items	2 items	1 item	1 item
Distribute a publication or promotional material at a take one table	●	●	●	●
On-Site Recognition				
Sponsor acknowledgement from the podium by Easterseals' CEO	●	●	●	
Prominent logo placement on sponsor signage at the host hotel, Policy & Partnership Forum, Welcome Reception, Cocktail Party, and Networking Breakfast	●	●	●	●
Sponsor logo/name will be projected on the screen during presentations	●	●	●	●
Digital/Social Recognition				
Social media outreach through relevant Easterseals social media channels appropriate to audiences, messaging, and engagement	●	●		
Sponsor Level recognition on the Easterseals Corporate Partners page at Easterseals.com (1-year)	●	●	●	
Corporate spotlight in one issue of Easterseals Network Update newsletter	●	●	●	
Logo recognition on the bottom of pre- and post-conference emails sent to registrants and attendees	●	●	●	●
Sponsor recognition in the Whova Conference App	●	●	●	●

Building an Inclusive Future: Easterseals Policy & Partnership Forum

Sponsorship Commitment Form

Please select your level of support of the Policy & Partnership Forum by completing the form below, or by visiting www.easterseals.com/forum to complete online sponsorship registration. Completed forms can also be emailed to Tom Nguyen, VP of Corporate Development, tnguyen@easterseals.com.

Contact Information:

Name/Title

Company Name

Company Address

City/State/Zip Code

Email

Phone

Signature of Acceptance

Date

Select your Sponsorship Level:

Presenting Sponsor

Policy & Partnership Forum \$100K

Chairman Level

Capitol Hill Day \$40K

Welcome Reception \$40K

Social Media \$40K

Cornerstone Level

Cocktail Party \$25K

Charging Lounge \$25K

Capitol Circle Level

Networking Breakfast \$10K

Conference App \$10K

Wi-Fi \$10K

Transportation \$10K

Emerging Leader Affiliate Scholarships \$10K

Sponsorships are tax-deductible as charitable contributions as allowed by law; the amount of the contribution considered deductible for federal income tax purposes is limited to the excess of money (and the fair market value of property other than money) contributed above and beyond the value of goods or services provided. Easterseals National's Tax ID # is 36-2171729. We thank you for your consideration and look forward to further discussing how your organization can advance inclusivity and accessibility for the 61 million Americans with disabilities.



Easterseals is leading the way to full equity, inclusion, and access for people with disabilities, including older adults and veterans, and their families through life-changing services and powerful advocacy. For more than 100 years, we have worked tirelessly with our partners to enhance the quality of life and expand local access to healthcare, education, and employment opportunities for people with disabilities.

Our network of 71 Easterseals Affiliates delivers critical services and supports in local communities nationwide, impacting the lives of more than 1.5 million people each year. From early childhood programs in the critical first five years, to autism services, medical rehabilitation, and employment programs, veterans' services, behavioral health services, transportation programs, assistive technology, and more, Easterseals is enriching education, enhancing health, expanding employment, and elevating communities for children and adults with disabilities throughout the lifespan. Our public education, policy, and government relations initiatives positively shape perceptions and address the urgent and evolving needs of the 61 million Americans with disabilities today.

Our outcomes-based services empower children and adults with disabilities of all ages so they can live, learn, work, and play in their communities. And we continue advocating for justice and change at the local, state, and federal levels to ensure that people with disabilities can be full and equal participants in their communities – and in society at large.

