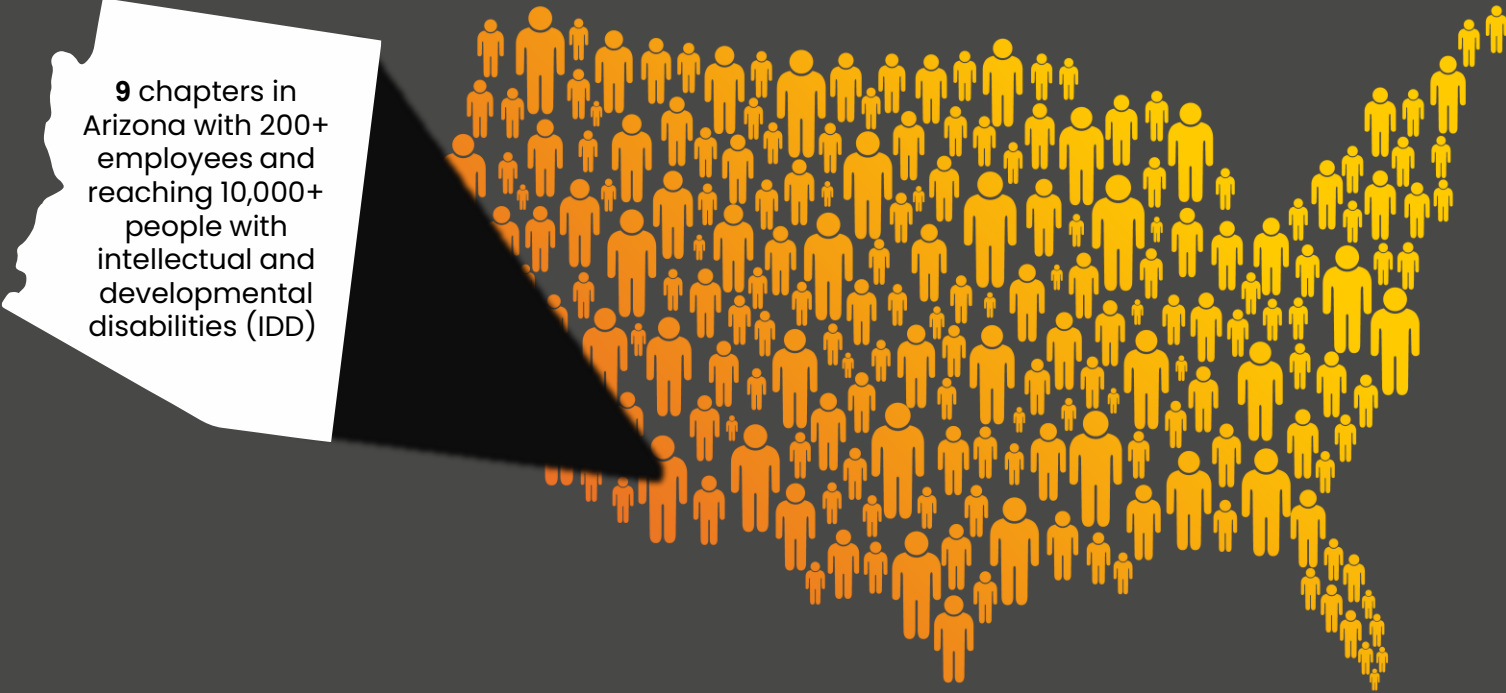


# 2024 SPONSOR PROSPECTUS



  
**The Arc**<sup>®</sup>  
Arizona

# Your Possible Reach Within The Arc's Network



**9** chapters in  
Arizona with 200+  
employees and  
reaching 10,000+  
people with  
intellectual and  
developmental  
disabilities (IDD)

The Arc's reach spans across the United States to nearly 600 chapters, over 131,000 staff, and hundreds of thousands of constituents nationwide.

# Why Support The Arc of Arizona?

Investing in a corporate sponsorship with The Arc of Arizona isn't just the right thing to do—it makes smart business sense. Here are four reasons why:

- 1. It promotes a positive brand.** Joining forces with The Arc of Arizona will allow you to tell your customers that you are taking a stand in supporting equality and fairness for people with intellectual and developmental disabilities (IDD).
- 2. It increases brand awareness.** The Arc has nearly 600 chapters across the country with over 131,000 staff. That is a significant number of new potential customers learning about your company through The Arc's promotion of your sponsorship.
- 3. It reaches a wider demographic.** Imagine the new demographics that The Arc of Arizona will enable you to reach: expert professionals, dedicated self-advocates, fiercely loyal family members and other unpaid caregivers, and passionate direct support workers. Over 40,000 individuals and their families are currently served here in Arizona by state funded programs. Nationally, there are over 7 million people with IDD in the United States and over 80 million family members who love and care for them.
- 4. It enhances the customer experience.** For the majority of customers, supporting people with IDD is a shared value.

The Arc of Arizona offers sponsorship packages designed for maximum ROI. We will introduce your company to our robust network through digital banner ads, emails, website placement, and items promoting your brand.

# Special Events 2024



## Wings for Autism

Wings for Autism® is an event designed to alleviate some of the stress that families who have a child with autism experience when traveling by air. The program provides families with the opportunity to practice entering the airport, obtaining boarding passes, going through security, and boarding a plane. Wings for Autism also gives airport, airline, and Transportation Security Administration professionals and other personnel the opportunity to observe, interact and deliver their services in a structured, learning environment. This experience is equally useful for families that have a member with other intellectual or developmental disabilities that are concerned about the ability of their family member to travel.



## Sprout Film Festival

The Sprout Film Festival's mission is to inspire audiences, promote inclusion and support transformative filmmaking as an integral part of social change. This unique event, which focuses exclusively on films that celebrate the diverse lives and creativity of people with intellectual and developmental disabilities, strives to challenge assumptions and breakdown stereotypes. By introducing powerful, thought-provoking films from around the world to new and ever-more inclusive audiences, we hope to promote greater acceptance, celebrate difference and light the spark to help make the invisible, visible. This event is in partnership with :





# Program Promotional Options

**The Supported Decision-Making Program** provides resources and educational opportunities to self-advocates, families, teachers, support coordinators, caregivers and the general public on guardianship alternatives.

**The Advocacy program** provides assistance to promote and protect the human rights of people with intellectual and developmental disabilities and actively supports their full inclusion and participation in the community

**Case Management and Care (CAMILS)** is a critical resource for individuals with intellectual or developmental disabilities who live independently and receive little to no government support. CAMILS seek to “fill in the gaps,” with a trusted staff member of The Arc making day-to-day life less stressful and more accessible for the thousands of Arizonans living with IDD.

# Premium Opportunities

Sponsors at the highest tier have the maximum potential for reaching attendees at our events.



From speaking  
to all attendees  
at an opening  
of one of our  
events...



To providing a  
branded item to  
include in 2023  
Wings for Autism  
bags given to  
attendees...



To the  
opportunity to  
present to all  
Arizona chapters  
of The Arc at the  
Annual Meeting...

...This package guarantees all attendees will leave knowing your organization.

# Promotional Emails

Your sponsorship may come with targeted emails to our network of members and staff. We can target an audience that meets your promotional needs. With your promotional email you can promote webinar opportunities, new products and services, and/or other events that would be relevant to our network.


## Audience Options

**Employees of chapters of The Arc (8,800):** Professionals who are in leadership positions (e.g., chapter presidents, executive directors, department heads) as well as other staff members, which could include people working in policy, advocacy, program delivery, marketing, etc.

**Other professionals (11,000):** A mix of professionals who work in the disability field outside of The Arc's chapter network.

**People with disabilities and their families (32,000):** People who have self-identified as having a disability, parents of people with disabilities, siblings and/or other family members of people with disabilities.


**State Exposure:** Monthly Newsletter, Facebook, Instagram, website listing as a donor. Total reach of 10,000+



## A Message From One of Our Sponsors

### Advancing Digital Equity in Partnership With Comcast NBCUniversal

Through Comcast's Internet Essentials broadband program and the creation of cutting-edge assistive technology, such as voice-activated remote controls, X1 eye control, and service centers for customers with disabilities, Comcast NBCUniversal has solidified its commitment to creating equitable opportunities for everyone.




Working with The Arc, they have also expanded resources for people with intellectual and developmental disabilities (IDD), including digital skills training through our Tech Coaching Centers to ensure that no one is left behind in this digital world. Tech Coaching Centers provide the necessary tools for individuals to seek employment, navigate the internet, and more on the path to independence.

When the pandemic hit a year ago, it was critical that individuals with IDD had the resources to access the internet, to maintain their independence and **stay virtually connected** with the people in their lives. Comcast expanded Internet Essentials eligibility, offered new Internet Essentials customers 60 days of free service, and waived some additional requirements. This made it easier for people with IDD to access high-speed internet, laptops, and even work from Comcast Lift Zones—safe spaces created for students and families to access WiFi in their community.


In 2020, **The Arc@School** was also awarded a grant to provide self-advocacy resources for students, ensuring that they still received the benefits of education from an online setting.

Comcast's partnership with The Arc strengthens our shared goal of closing the digital divide and elevating everyone's potential.

[LEARN MORE](#)



This is a paid promotional announcement from a sponsor of The Arc. This announcement is informational only and not an endorsement. The Arc does not generally endorse vendors, products, programs, or services.



**For people with intellectual and developmental disabilities**  
The Arc promotes and protects the human rights of people with intellectual and developmental disabilities and actively supports their full inclusion and participation in the community throughout their lifetimes.

# Promotional Banners

Showcase your organization on The Arc's main communication channels. Banner ads can be placed with a state and/or national reach.



## **Fusion**

8,800+ subscribers

This bi-weekly newsletter is distributed to an audience of chapter staff and executives.



## **The Arc of Arizona Newsletter**

Sent monthly to over 4,000 subscribers including state leaders, advocates, and families throughout Arizona.





|   | \$25,000                             | \$15,000                   | \$10,000                   | \$5,000         | \$2,500         | \$1,000         |
|---|--------------------------------------|----------------------------|----------------------------|-----------------|-----------------|-----------------|
|   | Pioneer                              | Champion                   | Advocate                   | Supporter       | Family          | Friend          |
| Linked Logo on website                      | Homepage & Supporters Page           | Homepage & Supporters Page | Homepage & Supporters Page | Supporters Page | Supporters Page | Supporters Page |
| Banner ads in The Arc's newsletters         | 4 + 1 in The Arc National Newsletter | 4                          | 3                          | 2               | 1               | 1               |
| Table at an event                           | X                                    | X                          | X                          | X               | X               | X               |
| Branded items participant bags              | 1                                    | 1                          | 1                          | 1               | 1               |                 |
| Logo on program sponsorship materials       | X                                    | X                          | X                          | X               |                 |                 |
| Logo on registration materials/website      | X                                    | X                          | X                          | X               |                 |                 |
| Tickets to event                            | 8                                    | 6                          | 4                          | 2               |                 |                 |
| Social media promotion                      | 5                                    | 4                          | 3                          | 2               |                 |                 |
| Speaking opportunity at event               | X                                    | X                          | X                          |                 |                 |                 |
| Promotional emails within The Arc's network | 2 + 1 National network               | 2                          | 1                          |                 |                 |                 |

## A LA CARTE ADD ONS

Expand your impression on our guests and members with these additions to our standard sponsorship packages.

\$1,500 Per Additional Banner ad in The Arc of Arizona Newsletter (up to 12/year).

\$3,000 Up to 60 second video ad posted on The Arc of Arizona website for 12 months on Supporters Page.



# A Leader in Disability Rights

The Arc is the nation's oldest and largest organization for people with intellectual and developmental disabilities. The Arc of Arizona is a 501(c)(3) agency incorporated in 1958. It currently has over 1,000 members with 10 local chapters. The Arc of Arizona works with experts at the national, state, and local levels to ensure that our elected and appointed officials understand the needs, issues and concerns of people with IDD, and that federal and state laws and regulations help to promote full inclusion. Our public policy staff mobilizes self-advocates, disability organizations, and individuals across Arizona who care about the rights of all people with disabilities, utilizing grassroots action to effect substantial and meaningful progress in the legislative landscape.

The Arc of Arizona supports itself through institutional giving fundraising efforts, private donations, chapter network dues, and program contracts with the Division of Developmental Disabilities. The volunteers and staff who comprise The Arc of Arizona are individuals with developmental disabilities, parents and friends of individuals with developmental disabilities, and educators and professionals in the human services field.





## Contact Us

Want to learn more or connect? Please contact Melanie Soto, State Director at [soto@thearc.org](mailto:soto@thearc.org).

**Thank you for supporting The Arc of Arizona!**

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