2022 60th Anniversary Year Sponsorship Opportunities



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This year, The Arc of Northern Virginia is celebrating 60 years of service to people with intellectual and developmental disabilities and their families.

Six decades ago, parents in Arlington, Alexandria, and Fairfax County, who believed their children with intellectual and developmental disabilities (IDD) had rights like everyone else, came together for a meeting. They felt that their children deserved to be included in the community and to pursue fulfillment and happiness just like everyone else.

At that time, little was known about IDD or its causes. There were virtually no programs or activities to assist in the development and care of people with IDD or to support families. It was common for doctors to tell parents that the best place for their child was in an institution.

But these advocates wanted more. They wanted their loved ones to lead fulfilling lives in the community and not be shuttered away in dark institutions. Emboldened by their collective desire to raise their children at home, their refusal to accept institutionalization as the only option, and the belief that their collective voices gave their movement strength, The Arc of Northern Virginia was created.

Today, we serve more than 39,000 individuals with IDD — such as autism, Down syndrome, cerebral palsy, epilepsy, and rare chromosomal disorders — of all ages and their families in the cities and counties of Alexandria, Arlington, Fairfax, and Falls Church. We provide education, information, and referrals to help caregivers navigate complex disability systems throughout each stage of their loved one's life. We provide financial management through our Special Needs Trust program. We have created innovative tech tools that help people with IDD live more independently. And, we advocate at the local and state level for better policies and funding for the needs of people with disabilities.

We've witnessed a lot of change in the past 60 years. We've celebrated achievements such as the Americans With Disabilities Act, the closure of institutions, and advancements in technology supports. Most importantly, we have played a pivotal role in changing the public perception of disability.

What has not changed in the last six decades are our values. Every workshop, resource guide, webinar, advocacy campaign, legislator meeting, and decision we make is driven by our belief in personhood, community, rights, choice, and human dignity.

The mission of The Arc of Northern Virginia will always be to create opportunities for people with IDD to live inclusive and meaningful lives — not just in times of crisis — but for their whole lives.

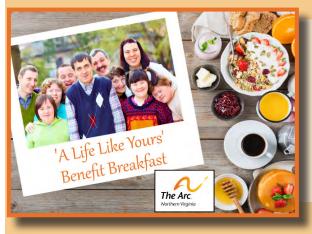
Thank you for celebrating with us. Thank you for supporting our mission, and helping to ensure our strength and capacity to continue The Arc of Northern Virginia's work for another 60 years, and beyond.

Rikki Epstein Executive Director





2022 Feature Events



"A Life Like Yours" Benefit Breakfast

Wednesday, March 23, 2022 Hilton McLean Hotel, Tysons VA

Join us for a very special morning commemorating March as Developmental Disabilities Awareness Month. You'll hear heart-warming stories of determination overcoming obstacles, while we raise important funds to sustain and strengthen vital programs, services, and advocacy for people with intellectual and developmental disabilities.



The Arc of Northern Virginia Corporate & Community Team Challenge Race & Walk Sunday, May 1, 2022

Burke Lake Park, Fairfax Station VA

Bringing together companies and community for 4 decades, The Arc of Northern Virginia Corporate & Community Team Challenge is the premier corporate challenge foot race and the area's only team-based event with teams of 5-7 runners or 10 walkers.



The Arc of Northern Virginia 60th Anniversary Gala Saturday, November 5, 2022

Hilton McLean Hotel, Tysons VA

Be a part of the celebration marking 60 years of service to people with intellectual and developmental disabilities and their families. The elegant evening features a cocktail reception and silent auction, seated gourmet dinner, followed by our program and live auction, and ending with live music and dancing.



60th Anniversary Year Sponsorship Benefit Levels



The Arc of Northern Virginia's 60th Anniversary year is the perfect time to join us in the celebration, demonstrate your committment to social responsibility, and further our mission toward full community inclusion for people with intellectual and developmental disabilities.

Sponsor one or more events or programs this year, and your total investment will entitle you to the additional benefits of your overall contribution—with no additional donation necessary. Your 60th Anniversay Recogniton is our way of saying "Thank you!" <u>For example, if you chose:</u>

A Champion Benefit Breakfast sponsorship, plus a Bronze Team Challenge sponshorship, a Gold-level Gala sponsorship, and sponsored Webinars at \$1,500, you would receive all the benefits of those individual sponsorships and qualify as a **60th Anniversary Premier Sponsor**.

(\$1,000 + \$2,500 + \$5,000 + \$1,500 = \$10,000 worth of ADDITIONAL BENEFITS)

You can create the 60th Anniversary partnership package that is customized for your unique business needs and feel good about the social impact you make for people with disabilities.



Champion Sponsor - \$1,000 Total Investment throughout 2022

- Recognized as Sponsor in Special 60th Anniversary Commemorative Program (print and PDF)
- Invitation to "Champions Circle" events throughout the year



Silver Sponsor - \$2,500 Total Investment throughout 2022

- All benefits of Champion Sponsor, plus:
- Recognized as Sponsor on 60th Anniversary Webpage
- Recognized as Sponsor in final e-blast at end of 60th Anniversary
- Complimentary quarter-page ad or message in the 60th Anniversary Commemorative Program

* All levels also include the benefits related to selected event/program sponsorships (if applicable)

60th Anniversary Benefits (cont.)



Gold Sponsor - \$5,000 Total Investment throughout 2022

- All benefits of Silver Sponsor, plus:
- Sponsor Listing in 60th Anniversary video
- Sponsor Listing at bottom of ReSources e-letters throughout remainder of 2022 (2 times each month)
- Sponsor Logo with link on 60th Anniversary Webpage
- Complimentary quarter-page ad or message in the 60th Anniversary Commemorative Program



Premier Sponsor - \$10,000 Total Investment throughout 2022

- All benefits of Gold Sponsor, plus:
- Elevated Sponsor Listing in 60th Anniversary video
- Sponsor Logo at bottom of ReSources e-letters throughout remainder of 2022 (2 times each month)
- Sponsor Listing in special e-blast recognizing all Sponsors \$10,000+
- Complimentary upgrade to full-page ad or message in the 60th Anniversary Commemorative Program
- Special name recognition from the podium during the Gala



Platinum Sponsor - \$15,000 Total Investment throughout 2022

- All benefits of Premier Sponsor, plus:
- Sponsor Logo on website homepage
- Sponsor Logo in 60th Anniversary video
- Sponsor Logo in special e-blast recognizing all Sponsors \$10,000+
- Featured recognition in Special 60th Anniversary Commemorative Program

* All levels also include the benefits related to selected event/program sponsorships (if applicable)

60th Anniversary Benefits (cont.)



Benefactor Sponsor - \$25,000 Total Investment throughout 2022

- All benefits of Platinum Sponsor, plus:
- Sponsor verbal mention in 60th Anniversary video
- Sponsor Logo at top of ReSources e-letters throughout remainder of 2022 (2 times each month)
- Custom social media post with link to article about Sponsor
- Sponsor Logo included in banner images on website or social media
- Opportunity for brief video message to be played at the Gala
- Upgrade to PRIME location full-page ad or message in the 60th Anniversary Commemorative Program
- Two tables of 10 with prime seating location at Gala



Diamond Sponsor - \$50,000 Total Investment throughout 2022

- All benefits of Benefactor Sponsor, plus:
- Includes Team Challenge Presenting Sponsorship
- Three tables of 10 with prime seating location at Gala
- Custom separate e-blast recognizing each Sponsor \$50,000+
- Sponsor profile in External Advertising (Ex. Washington Business Journal dedicated email blast to 78,000 people)



Accelerator Sponsor - \$100,000 Total Investment throughout 2022

- All benefits of Diamond Sponsor, plus:
- Top level recognition on all 60th Anniversary materials
- Includes Gala Presenting Sponsorship
- Opportunity to deliver remarks at the Gala
- Sponsor Logo at beginning of 60th Anniversary Video
- Sponsor recognition in subject line of ReSources e-letters throughout remainder of 2022 (2 times each month)
- Four tables of 10 with prime seating location at Gala
- Featured Sponsor Profile in External Advertising (Ex. Washington Business Journal native Digital Hub with Sponsor highlight)

* All levels also include the benefits related to selected event/program sponsorships (if applicable)

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Recognized as Sponsor in special 60th Anniversary commemorative	•	•	+	*
Invitation to "Champions Circle" events	•	•	•	*
All benefits of selected event/program sponsorships (if applicable)	*	•	•	*



EVENT SPONSORSHIP OPPORTUNITIES

When:	Wednesday, March 23, 2022	
	7:30 - 9:00 a.m.	
Where:	Hilton McLean Tysons Corner	
	7920 Jones Branch Road, McLean, VA 22102	
Theme:	Accelerating Community Inclusion	

Why: Raise critical funding required to provide information, education, direct support services, and advocacy to meet the needs of the 39,000 individuals with intellectual and developmental disabilities of all ages, their family, and caretakers in Northern Virginia.

Mission: The Arc of Northern Virginia 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. Our service area includes Arlington and Fairfax Counties, and the Cities of Alexandria, Fairfax, and Falls Church.

Sponsorship Options for the 2022 A Life Like Yours Benefit Breakfast:

As the \$15,000 PRESENTING Sponsor, you will receive:

- EXCLUSIVE "Presented by" status
- · Company name and logo added to event imagery
- · Joint press release announcing the exclusive sponsorship
- · Presented by status on The Arc of Northern Virginia's website and social media publicity
- + Highlighted recognition from the podium at the event
- Company name and logo added to hotel monitor, stage signs, table number cards, and program cards
- Reserved **PRIME** seating for company dignitaries and/or guests to attend the event
- Plus all the benefits of the other sponsorship levels

See other side for additional sponsorship options.

Underwriting the 2022 A Life Like Yours Benefit Breakfast ensures that 100% of funds raised at the event can be dedicated to programs and services that help individuals with intellectual and developmental disabilities in our community.

Additional Sponsorship Options for the 2022 A Life Like Yours Benefit Breakfast:

As a \$10,000 PREMIER Sponsor, you will receive:

- Company name and logo included on program card and stage signs
- Reserved PRIME seating for company dignitaries and/or guests to attend the event
- <u>Plus</u> all the benefits of the Gold Sponsor level

As a \$5,000 GOLD Sponsor, you will receive:

- "Sponsor Spotlight" article to appear in our organization's e-newsletter, ReSources
- Reserved PREMIUM seating for company dignitaries and/or guests to attend the event
- **Plus** all the benefits of the Silver Sponsor level

As a \$2,500 SILVER Sponsor, you will receive:

- Recognized from the podium during the program
- Listed as Sponsor on homepage of The Arc of Northern Virginia's website
- Company name and logo added to onsite signage at event
- <u>Plus</u> all the benefits of the Champion Sponsor level

As a \$1,000 CHAMPION Sponsor, you will receive:

- Listed as Sponsor on the event page of The Arc of Northern Virginia's website
- Listed as Sponsor in The Arc of Northern Virginia's e-newsletter, ReSources
- Recognized as Sponsor via The Arc of Northern Virginia's social media platforms
- Invitations to Champions Circle receptions throughout the year
- Company name added to onsite signage at event
- Reserved seating for company dignitaries and/or guests to attend the event

2022 A Life Like Yours Benefit Breakfast Sponsorship Options Chart

Benefits Included in Sponsor Package	Presenting Sponsor	Premier Sponsor	Gold Sponsor	Silver Sponsor	Champion Sponsor
EXCLUSIVE "Presented by" status	~				
Name / logo added to event imagery and materials	~				
Press release announcing Presenting sponsorship	~				
"Presented by" listing on website and social media	~				
Name / logo included on program card and stage signs	~	v			
"Sponsor Spotlight" article in chapter's e-newsletter	~	~	v		
Recognition from podium during event	~	v	v	v	
Sponsor listing on HOME page of chapter website	~	~	~	~	
Sponsor listing on the event page of chapter website	~	~	~	~	~
Sponsor listing in chapter's e-newsletter	~	~	v	v	~
Sponsor recognition via social media platforms	~	~	v	v	~
Invitations to Champions Circle receptions	~	~	~	~	~
Company name and/or logo on event signage	Logo & Name	Logo & Name	Logo & Name	Logo & Name	Name Only
Event Seating	Prime	Prime	Premium	Reserved	Reserved
Sponsorship Amount	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000

Sponsor \$25,000+ All the Platinum benefits	Corporate & Community Team Challenge SK Run and Fun Walk Sunclay, May 1, 2022 company logo included as part of event title as c of Northern Virginia Team Challenge presented by" on race mners' race bibs, program, event banner, and website. d sponsor profile article in race program. hterview/spotlight (determined by media availability).
Platinum Sponsor \$15,000+ All the Premier benefits, plus:	 Sponsor mention in press releases and event media outreach. Sponsor logo in race update emails. Highlighted sponsor profile in race program. Special recognition as sponsor of event element. (e.g.: awards, etc.)
Premier Sponsor \$10,000+ All the Gold benefits, plus:	 Reserved, dedicated Sponsor tent - GREAT for gathering your team! Priority listing with logo on all materials. (shirt, website, etc.) Highlighted sponsor profile in race program. Opportunity to participate in awards presentation.
Gold Sponsor \$5,000+ All the Silver benefits, plus:	 Unlimited teams – running or walking. Premium listing with logo on all materials. (shirt, website, etc.) Sponsor profile in race program with company logo and URL. Recognition at race awards presentation.
Silver Sponsor \$2,500+ All the Bronze benefits, plus:	 Up to five teams – running or walking. Upgraded performance shirt for team members. Enhanced sponsor listing in race program.
Bronze Sponsor \$1,500+ All the Champion benefits, plus:	 Up to three teams – running or walking. Sponsor listing on event banner and website. Sponsor mention at race awards presentation.
Champion Sponsor \$1,000+ All the Team benefits, plus:	 Up to two teams – running or walking. Custom t-shirts with logo on sleeve & sponsor listing on back. Recognition in race program, social media, and website. Inclusion of sponsor-provided marketing in race bag.
Team Registration \$500	 One team of 5 to 7 runners. (or up to 10 people for a walking team) Custom t-shirts with logo on sleeve & team listing on back. Photo plaque with engraved team accomplishments.
	or to join us, please contact: Howard Stregack, Director of Development hstregack@thearcofnova.org, 703-208-1119 ext. 102 website: www.thearcofnova.org/events/team-challenge
	Other sponsorship opportunities are available. Id we can help create a sponsorship that is right for your company! Virginia • 2755 Hartland Road, Suite 200, Falls Church, VA 22043 • 703-208-1119



Shared Sponsorship Opportunities

In addition to our main sponsorship opportunities, we have a number of ways that any business can create a sponsorship that is right for your company and make a difference in our community.

V Sponsorship Opportunities V Sponsorship Benefits Race Warm-up Sponsors - \$250 Before any race, warm-ups are vital for Recognition in race program, social media, & website. peak performance. Associate your business with this important element of any physical activity. Starting Horn Sponsors - \$350 Anticipation builds toward the time the Company/sponsor name on t-shirts. starting horn sounds. Associate your Recognition in race program, social media, & website. business with the excitement as runners step out onto the race course. Finish Line Sponsors - \$500 Everyone wants to see and celebrate the Company/sponsor name on t-shirts. Recognition in race program, social media, & website. runners finishing the race. Associate your Include marketing materials in race bag. business with the finish line and the goal is in sight. Course Distance Markers Sponsors - \$1,000 All of the Finish Line Sponsor benefits above, plus: Your business image appears for all runners • Company name & logo on special race course signs. to see on one of the markers along the race course. **Develop Your Own Fundraising TEAM** Use your social media skills & contacts. Use your contacts and friends to help The Arc of Northern Virginia reach its Recognition in race program & website. · Prizes for top fundraisers. fundraising goal. Contact us and we'll explain how it works. Let us help you create an opportunity level that fits your budget.



Let us help you create an opportunity level that fits your budget. Contact Howard Stregack: 703-208-1119 x102 or HStregack@thearcofnova.org Race Website: www.thearcofnova.org/events/team-challenge

Your sponsorship is tax deductible & supports the vital programs & services of The Arc of Northern Virginia, a non-profit serving individuals with intellectual and developmental disabilities and their families in the Northern Virginia area.

SPOILSORSHIP OPPORTUNITIES

Presenting Sponsor - Gift of \$50,000

Presenting level sponsor receives all the benefits of the Benefactor level, plus: • "Presented by..." recognition on all Gala materials

- Described by... recognition of all data matching
 Customized social media / email / advertising promotion
 - One additional table total of 30 seats

Benefactor Sponsor - Gift of \$25,000

Benefactor level sponsor receives all the benefits of the Premier level, plus:
 Upgrade to PRIME location seating

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- One additional table total of 20 seats
- Complimentary upgrade to PRIME location full-page ad or message in Gala program
 Opportunity for a brief video message to be played at the Gala
- Premier Level Sponsor Gift of \$10,000

Premier level sponsor receives all the benefits of the Gold level, plus:

- Upgrade to Premium location seating
- Complimentary upgrade to full-page ad or message in Gala program
- Special name recognition from the podium during the Gala
 - Donor name or company logo on printed Gala signage

Gold Level Sponsor - Gift of \$5,000

- Gold level sponsor receives all the benefits of the Silver level, plus:
- One reserved table with five additional seats total of 10
- Complimentary upgrade to half-page ad or message in Gala program
 - Donor name or company logo linked to business on Gala website

Silver Level Sponsor - Gift of \$2,500

Silver level sponsor receives all the benefits of the Bronze level, plus:

- Three additional seats total of 5
- Complimentary upgrade to quarter-page ad or message in Gala program
 - Pre-event promotion, including name mentions in e-newsletter
- Pre-event promotion on social media posts, including Facebook, LinkedIn, and Twitter

Bronze Level Sponsor - Gift of \$1,000

- Two seats for the Gala dinner and cocktail reception
- Complimentary eighth-page ad or message in Gala program
 - Name listing on printed Gala materials and Gala web page
- Invitation to future "Champions Circle" donor receptions throughout the year



60th Anniversary Gala

60th Anniversary Gala

Gold Silver Bronze	The Arc			INCLUSION \$ 1 Other Cetebration \$	+	*	*	* *	* * *	+ + +	1/2 page 1/4 page 1/8 page	n 1 Table Econtrol 2 control
Premier			÷	+	*	+	÷	+	*	*	Full Page	Premium Location 1 Table (10 seats)
Benefactor		+	÷	+	+	+	÷	+	+	+	Full Page Prime Visibility	Prime Location 2 Tables (20 seats)
Presenting	+	+	+	+	÷	+	+	+	+	+	Full Page Prime Visibility	Prime Location 3 Tables (30 seats)
Benefits Include	"Presented by" recognition, plus customized promotion	Video message during Gala	Special recognition from podium during Gala	Company logo in Gala Program and on Gala signage	Company logo w/link on the Gala event web page	Social media listings - Facebook, Twitter, LinkedIn	Listing in ReSources e-newsletter	Listing in the Gala program and on event signage	Listing on the Gala event web page	Invitations to Champions Circle receptions throughout the year	Gala program ad or message	Gala seating

See 60th Anniversary sponsor levels for additional benefits



Educational Webinar Sponsorships



The Arc of Northern Virginia produces dozens of webinars each year on an array of disability topics for every age and stage of life. Using Zoom, The Arc of Northern Virginia curates a panel of experts for each webinar, providing vital education that connects people with disabilities and their families to the services and supports they need.

Topics include: Medicaid Waivers, Supported Decision Making, Supplemental Security Income, Special Needs Trusts and other future planning topics, Tech for Independent Living, Early Intervention, Special Education, Transition to Adult Services, Housing, Employment, and more.

For each webinar, there are several sponsorship opportunities available:



Presenting Sponsor - \$1,000 Contribution

One opportunity available per webinar

- Recognized at both the beginning and end of webinar
- Recognition preserved in recording of webinar
- Sponsor logo on website with link
- Business blurb and link in post-event message to attendees
- Included in email marketing of webinar
- Included in social media promotion of webinar



Major Sponsor - \$500 Contribution

One opportunity available per webinar

- Recognized at both the beginning and end of webinar
- Recognition preserved in recording of webinar
- Sponsor logo on website with link
- Business blurb and link in post-event message to attendees



Additional Sponsors - \$250 Contribution

Two opportunities available per webinar

- Recognized at only the end of the webinar
- Recognition preserved in recording of webinar
- Listing on website

For information on specific webinar topics or other opportunities to sponsor educational events and resources, please contact Howard Stregack at https://www.hstregack.com of the sponsor educational events and resources, please contact Howard Stregack at https://www.hstregack.com of the sponsor educational events and resources, please contact Howard Stregack at https://www.hstregack.com of the sponsor educational events and resources, please contact Howard Stregack at https://www.hstregack.com of the sponsor educational events and resources, please contact Howard Stregack at https://www.hstregack.com of the sponsor educational events and resources, please contact Howard Stregack.com



THE ARC OF NORTHERN VIRGINIA 60[™] ANNIVERSARY YEAR SPONSORSHIP FORM



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Total Sponsorship Amount _





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THE ARC OF NORTHERN VIRGINIA 60TH ANNIVERSARY YEAR SPONSORSHIP FORM



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	If you are unsure which events, webinars, or programs you would like to be a part of in 2022, but know the overall amount of your 60th Anniversary Sponsorship support, we would welcome the chance to discuss how to help you do so. Indicate your Total Sponsorship Amount here and we will follow up to help create a package for you. Total Sponsorship Amount
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D	\Box Please find enclosed my check made payable to "The Arc of N	Iorthern Virginia"
THC	□ Visa □ MasterCard □ Amex □ Discover	
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PAYMEI	SIGNATURE	SECURITY CODE

PLEASE RETURN TO: The Arc of Northern Virginia 2755 Hartland Road, Suite 200 Falls Church, VA 22043 or scan/email to: HStregack@TheArcofNoVA.org

At Every Age...





And Every Stage...







BEHIND EVERY YOUNG CHILD WHO BELIEVES IN HIMSELF IS A PARENT WHO BELIEVED FIRST.



About a year after Calvin was born, we found out he had a brain malformation. We easily could have been overwhelmed, but The Arc of Northern Virginia helped us find the services we needed through their resources, guides, and workshops.

- Toby & Lindsay Latham







Contact Us

We would be happy to discuss all the sponsorship options and create a complete package that is just right for you! Please let us know if you have any questions or suggestions.

Howard Stregack, Director of Development

Phone: 703.208.1119 x102 Email: HStregack@TheArcofNoVa.org





The Arc of Northern Virginia

2755 Hartland Road Suite 200 Falls Church, VA 22043 www.TheArcofNoVa.org