

## SPONSORSHIP PROSPECTUS

### 2023 Self-Direction Conference: Virtual Series

Applied Self-Direction hosts an in-person *National Self-Direction Conference* every other year. With interest in self-direction at an all-time high, we have begun to offer a virtual conference series during the in-person “off-year” to reach a broader audience.

#### **We know what you’re thinking: Not another virtual conference!**

But the *2023 Self-Direction Conference: Virtual Series* is not your average virtual conference. We are not trying to recreate our traditional conference in a virtual setting. There are many elements of an in-person conference—networking, exhibit booths, a full day of sessions—that just don’t work on a virtual platform.

*The 2023 Self-Direction Conference: Virtual Series* will include weekly sessions throughout the spring months. By scheduling our sessions out over time, attendees can participate without blocking-off extended time on their calendars or spending their whole day in front of the computer.

Our virtual series will offer the same caliber of sessions as our in-person conference with a variety of speakers including federal agencies, state programs, individuals who self-direct, and other experts in the field. In fact, our virtual series sessions include an even wider array of speakers given the flexible scheduling and ease of presenting virtually.

And our favorite part- **the 2023 Self-Direction Conference: Virtual Series is FREE to attend.** We will advertise the series and each individual session on our website, social media accounts, and general mailing list. Our 2021 virtual conference series attracted over 1,400 registrants, including many state employees, people with lived experience, and support brokers who are typically unable to attend our in-person conference.

We first offered a virtual conference series in 2021 when in-person meetings were impossible due to the COVID-19 global pandemic. However, we realized that offering virtual sessions has its own benefits during the “off-year”. As an organization, our goal is to advance self-direction. What better way than to offer sessions on best practices and industry innovations to anyone and everyone interested in learning more about self-direction? But we can’t do it alone, we need the support of our sponsors to offer these sessions at no cost.

#### Save the Date!

*The next in-person National Self-Direction Conference will be held on March 14-15, 2024 at the Marriott Waterfront in Baltimore, Maryland.*

## Why should you sponsor?

There are a lot of advantages to sponsoring a virtual conference series (with no virtual exhibit booths- we promise!)

- *The 2023 Self-Direction Conference: Virtual Series* will last several weeks, rather than the two days of our in-person conference. Every email we send during the series will include Premier and Diamond Sponsor logos.
- Each conference session will be advertised to our mailing list of over 5,600 contacts, rather than focused on the 400 registrants who attend our in-person conferences. The logos of our Premier and Diamond sponsors will be included in each advertisement.
- The majority of sessions can include up to 500 attendees. Premier and Diamond Sponsors will receive the registrant information for each individual session.
- There is no additional travel, registration costs, or time out of the office for your team to attend the conference series.

*2023 Self-Direction Conference: Virtual Series* sponsorships offer unique opportunities for your organization to brand, market, and advertise- boosting your visibility to a larger audience than ever before!

## Sponsorship Levels

### Premier: Live Captioning \$10,000 (1 available) - SOLD!

This premier sponsorship includes live captioning for the entire *2023 Self-Direction Conference: Virtual Series*. Live captioning increases the inclusivity and accessibility of our virtual sessions. With 1 in 6 people affected by some degree of hearing loss, captions are critical for many people to participate in virtual events. Live captioning also helps people who do not speak English as their first language. Seeing the printed transcript on the screen will ensure attendees don't miss any words. Captions provide a much-needed link to comprehension and communication access for people with language barriers of all kinds.



As the Live Captioning sponsor, your organization will be acknowledged verbally and in writing on-screen during each conference session. As the elite sponsor of the conference series, your organization will be listed first on all conference materials. In addition, this sponsorship includes the following benefits:

- Your organization listed as the first sponsor on our conference webpage. Our conference webpage had over 3,000 unique page views during the *2021 Self-Direction Conference: Virtual Series*.
- Your logo included on all conference and general mailing list emails. These emails are sent to over 5,600 individuals.
- Your organization listed as the first sponsor on all conference materials, including session slides.



**2023 Self-Direction Conference: Virtual Series Sponsorship Levels**

|   | Premier: Live Captioning- <b>SOLD!</b>                            | Premier: Graphic Recordings                                       | Diamond                                       | Emerald                             | Sapphire                             |
|---|---|---|---|-------------------------------------|--------------------------------------|
| Available Sponsorships  | 1   | 4   | Unlimited                                     | Unlimited                           | Unlimited                            |
| Cost  | \$10,000  | \$8,000   | \$5,000                                       | \$3,000                             | \$1,500                              |
| Logo on conference webpage                                      | Prominent placement   | Prominent placement   | Prominent placement                           | Included                            | Included                             |
| Logo on all general mailing list emails during the series       | Prominent placement   | Prominent placement   | Prominent placement                           |                                     |                                      |
| Logo on conference materials, including slides                  | Prominent placement   | Prominent placement   | Prominent placement                           |                                     |                                      |
| Your organization's brand in the slideshow loop before sessions | 2 slides: A dedicated slide with your logo and a customized slide | 2 slides: A dedicated slide with your logo and a customized slide | 1 dedicated slide with your logo              | 1 slide with other Emerald Sponsors | 1 slide with other Sapphire Sponsors |
| Contact information for conference series registrants           | Included  | Included  | Included                                      |                                     |                                      |
| Sponsored post on ASD's social media accounts                   | 2 posts with the images or videos of your choice                  | 1 post with the image or video of your choice                     | 1 post with the image or video of your choice |                                     |                                      |
| Inclusion in an email at the conclusion of the series           | Up to 200 words written by your organization                      | Up to 200 words written by your organization                      | Up to 200 words written by your organization  |                                     |                                      |
| Acknowledged during session introductory remarks                | Each session in the series  | The session you sponsor   |   |                                     |                                      |

Contact Casey DeLuca at [casey@appliedselfdirection.com](mailto:casey@appliedselfdirection.com) with any questions or to select the sponsorship package that's best for your organization.