

# 2021 SELF-DIRECTION VIRTUAL CONFERENCE SERIES

*A virtual series to advance choice and control*

## SELF-DIRECTION CONFERENCE SERIES SPONSORSHIPS

Don't miss your chance to reach self-direction program administrators, Financial Management Services providers, managed care organizations, Federal government officials, and other partners at Applied Self-Direction's *Self-Direction Virtual Conference Series*.

### Virtual Conference Series

Due to the COVID-19 pandemic, we are holding the Self-Direction Conference as a virtual series. Virtual conference sessions will be scheduled throughout April, May, and June, with no more than 2 sessions scheduled per week. This will allow participants to attend the sessions they are interested in, without needing to block-off extended sections of time on their calendars.

We will offer the same caliber of sessions we do for our in-person conference with a variety of speakers including federal agencies, state programs, individuals who self-direct, and other experts in the field. We are excited at the opportunity to include an even wider variety of speakers given the flexible scheduling and ease of presenting virtually.

The conference series is FREE to attend. We will advertise the series and each individual session on our website, social media accounts, and mailing list. We encourage you to invite your partners to attend as well. This gives us the potential to reach a much larger audience than we ever had in the past. Approximately 350 people attended our in-person conference in 2019, but our mailing list is over 4,400 subscribers (and growing)!

### Virtual Conference Series Sponsors

We will miss meeting in-person this year, but there are a lot of advantages to sponsoring a virtual conference series:

- The conference series will last 3 months, rather than 2 days. Every email we send during the series, including reminders for each session, will include your logo.
- Each conference session will be advertised to over 4,400 individuals, rather than the 350 registrants who attend our in-person conference. Your logo will be included in each advertisement.
- Each session can include up to 500 attendees. Diamond Sponsors will receive the registrant information for each individual session.
- There is no additional travel or registration costs for your team to attend the conference.

*"We've sponsored the Self-Direction Conference since its inception. We get so much value from being a part of this conference and we are proud to advance self-direction with our sponsorship."*

Conference sponsorship offer unique opportunities for your organization to brand, market, and advertise- boosting your visibility.

## Conference Series Sponsorships

Sponsorship Benefits	Diamond (\$5,000)	Emerald (\$3,000)	Sapphire (\$1,500)
Logo on conference webpage	Prominent placement	✓	✓
Logo on all conference emails and general mailing list emails throughout the series	Prominent placement	✓	✓
Organization included in all conference materials, including all session slides	Prominent placement	✓	✓
Slideshow loop before sessions	Your organization will be included on 3 slides during the slideshow loop before each session: a dedicated slide with your logo, a customizable slide with your choice of content, a slide with all Diamond logos.	Your organization will be included on 2 slides during the slideshow loop before each session: a dedicated slide with your logo and a slide with all Emerald logos.	Your organization will be included on 1 slide during the slideshow loop with other Sapphire Sponsors before each session.
Reserved registration for conference sessions	2 spots reserved for any conference session your team is interested in attending.	1 spot reserved for any conference session your team is interested in attending.	
Contact information for all session registrants	✓		
Sponsored post on ASD social media accounts	2 social media posts with your ad and a link to your website.	1 social media post with your ad and a link to your website.	
Inclusion in an email at the conclusion of the series	Inclusion in an email to our general mailing list (including all session		

	<p>attendees) at the conclusion of the series. The email will include up to 200 words about your organization written by the organization.</p>		
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**Host a Virtual Networking Event: \$3,000**

When surveying our members about the virtual conference, 70% were interested in networking and social events. This sponsorship allows you to organize and host the virtual networking/social event of your choice. Ideas include trivia or other games, concert, meditation or yoga class, cooking or cocktail class...the options are endless!

You will pick the time and date of the event and we will advertise it on our website, social media accounts, and mailing list. You can use your own hosting software, or ASD’s Zoom room for the event. Registration is required and you will receive the contact information for all registrants.

In addition, your sponsorship will be highlighted in conference materials including the slideshow loop, our website, social media, and conference emails.

**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.**