VIRTUAL CONVENTION SPONSOR PACKAGES

NATIONAL DOWN SYNDROME CONGRESS

49th ANNUAL CONVENTION ONLINE | JUNE 21-26, 2021
WHO WE ARE
The National Down Syndrome Congress (NDSC) is the oldest national organization dedicated to an improved world for individuals with Down syndrome. Annually we host the largest single-disability convention in the world!

WHAT WE DO
The NDSC Convention, whether live or virtual, has always been a one-of-a-kind learning experience for parents, siblings, other family members, caregivers, and of course, individuals with Down syndrome. As well, it is the event that brings education and medical professionals together to share and learn the latest in their fields. From keynote presentations, workshops, Deep Dives sessions, and Sharing sessions the excitement and learning opportunities are paralleled by none. It is the place where your brand will be in front of the entire Down syndrome community,

EDUCATE
Our Convention offers a wide variety of workshops and Deep Dive sessions covering topics across the lifespan, where attendees hear from world-renowned experts in the Down syndrome community. In addition to the general convention, we present our Youth & Adults (with Down syndrome), Siblings, and Educators Conferences concurrently. We also host Sharing Sessions for peer networking for parents, grandparents, siblings, and self-advocates.

ADVOCATE
NDSC is unmatched in the work our expert Policy & Advocacy Team does in Washington, D.C. Our Policy Team works to knock down barriers, uphold civil rights, and assure that people with Down syndrome have the same access to opportunities as everyone else. As a feature session of the convention, our Policy Team provides a unique training opportunity for the Down syndrome community through NDSC’s Advocacy Training Boot Camp, which equips families and self-advocates with advocacy skills they can use anywhere.

EMPOWER & INSPIRE
From keynote presentations to the Self-Advocate Talent Show, you will see the potential for individuals with Down syndrome. Every attendee will leave the NDSC Virtual Convention feeling empowered. Place your brand in front of our inspired participant.
IF YOU BUILD IT, THEY WILL COME

The NDSC Convention is the largest gathering in the world of people with Down syndrome, their families, and the professionals that serve the community.

In 2020 we had to adapt to unprecedented times created by the COVID-19 pandemic to provide those whom we serve a new type of learning experience. The success of our first virtual convention opened our eyes to the possibilities of what we could bring to more families than ever before. The multi-week event, hosted on multiple platforms provided an experience for many who had never attended an NDSC Convention but also provided opportunities to feature our sponsors like never before.

Our NEW event software will provide even more exposure as all 2021 attendees will enter the event through one dashboard that provides access to all workshops, Deep Dives, Advocacy Boot Camp, Research & Medical Roundtable, Sharing Sessions, College Fair, Interactive Virtual Exhibit Hall, Virtual Happy Hour, Plenary, and the 321 Zoom Dance party. Sponsors will be front and center as attendees enter an average of 3 times per day over the six days of the event. Event naming sponsors will have greater exposure in featured spots throughout their named event.

THE BENEFITS OF VIRTUAL

- **Deep Dive Session Attendance**: The virtual event allows attendees to participate in multiple 3-hour intensive Deep Dive sessions, rather than just one during live events.

- **5 Workshop Cycles with 10 Workshops**: Virtual attendees can choose to participate in 1 live workshop per cycle but will receive access to all 50 workshop recordings.

- **Unlimited Attendee Access with Limited Attendee Expense**: Each year our live event hosts approximately 3800 attendees. The virtual event has no limit on the number of attendees. Lower cost to attendees allows more families to join us.
**BENEFITS TO ALL SPONSORS**

- Logo in the registration confirmation email sent to all attendees
- Logo on the Virtual Convention page of the NDSC website
- Acknowledgment in digital Souvenir Journal
- Virtual Exhibit Hall booth with company logo and description as well as:
  - **Contact capture information**
    - Ability to host virtual meetings during set hours
    - Ability to upload your files, documents, and links
- Logo placement by sponsor level on Sponsor Thank You page displayed at the beginning of every session
- Logo placement by sponsor level on Sponsor tab with a link to Virtual Exhibit Hall booth

**BENEFITS BY SPONSOR LEVEL**

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<th>Basic $2,500</th>
<th>Bronze $5,000</th>
<th>Silver $7,500</th>
<th>Gold $10,000</th>
<th>Platinum $15,000</th>
<th>Presenting $25,000</th>
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<td>Attendee Registrations</td>
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<td>2</td>
<td>4</td>
<td>6</td>
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<td>10</td>
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<tr>
<td>Logo in social media posts</td>
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<td>Deep Dive Registrations</td>
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<td>3</td>
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<td>5</td>
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<td>Logo placement in all webinar PDF files</td>
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<td>Acknowledgment in each webinar</td>
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<tr>
<td>Event naming opportunity (non-exclusive)</td>
<td>Happy Hour</td>
<td>Advocacy Boot Camp</td>
<td>321 Zoom Dance</td>
<td>Self-Advocate Talent Show</td>
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<tr>
<td>Featured on attendee dashboard</td>
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<td>Feature sponsor of a Workshop Cycle</td>
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**Presenting Sponsor** will be featured as a **partner** of the NDSC 49th Annual Convention on all communications regarding the virtual event.
2021 NDSC VIRTUAL CONVENTION SPONSOR COMMITMENT FORM

CHOOSE YOUR SPONSORSHIP LEVEL:

- Presenting Sponsor - $25,000.
- Platinum Sponsor - $15,000.
- Gold Sponsor - $10,000.
- Silver Sponsor - $7,500.
- Bronze Sponsor - $5,000.
- Basic Sponsor - $2,500.

PLEASE PROVIDE YOUR ORGANIZATION'S INFORMATION FOR LISTING IN THE SOUVENIR JOURNAL:

Organization Name: _________________________________________________________________
Address: _____________________________________________________________
City: _____________________________________________________________ State: __________________________ Zip: _________________________________
Organization Phone: __________________________ Contact Cell #: __________________________
Company Website: __________________________ Contact Email: __________________________

Signature: ______________________________________ Date: __________________________

Description of Organization for sponsor listings:

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Return to Christine Milano, NDSC Development Director at Christine@ndsccenter.org or fax (770) 604-9898
For questions call (770) 604-9500 or (800) 232-6372.