

2023

SPONSOR NOW!



**68 YEARS
OF ADVANCING &
PROTECTING THE
CIVIL RIGHTS
OF PEOPLE WITH DEVELOPMENTAL
DISABILITIES & THEIR FAMILIES!**


The Arc
Virginia

**STATEWIDE
SPONSOR
PROSPECTUS**

THEARCOFVA.ORG



WHY BECOME A STATEWIDE SPONSOR?

Investing in a sponsorship with The Arc of Virginia isn't just the right thing to do—it also makes smart business sense. There are four key ROIs your business will reap by creating a sponsorship:

1

It promotes a positive brand.

Joining forces with The Arc of Virginia will allow you to tell your customers that you are taking a stand to support equality and fairness for people with intellectual and developmental disabilities.

2

It increases brand awareness.

The Arc has 22 chapters across the state. That is a significant number of new potential customers learning about your company's support through The Arc of Virginia's promotion of your sponsorship.

3

It reaches a wider demographic.

Imagine the new demographics that The Arc of Virginia will enable you to reach—expert professionals, dedicated self-advocates, fiercely loyal family members and other unpaid caregivers, and passionate direct support workers. There are over 260,000 people with DD in Virginia and over 2.5 million family members who love and care for them according to the 2022 Census.

4

It enhances the customer experience.

For the vast majority of customers, supporting people with developmental disabilities is a shared value.

The Arc of Virginia offers various sponsorship packages ensuring the largest ROI for your support. We will introduce your company to our expansive network in the DD community. We make these introductions digitally through social media and emails promoting your brand, as well as through the statewide convention.



The Arc of Virginia's SOCIAL MEDIA

The Arc is dedicated to putting you in front of our social media audience to help expand your business and introduce new clients and customers.

Currently our social media reach is:

- ◆ Facebook: Approximately 7K followers
- ◆ Twitter: Approximately 2K followers



The Arc of Virginia's PROMOTIONAL EMAILS

Your sponsorship may come with targeted emails to our network of members and staff.

We can target them to an audience that meets your promotional needs, whether you want to reach chapter staff, chapter executives, professionals, family members, and/or self-advocates. With your promotional email and/or banner ads, you can promote webinar opportunities, new products and services, and/or other events that would be relevant to our network.

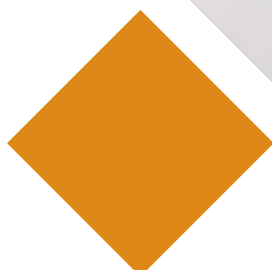




Stay in the **Know**, with information from The Arc of Virginia **Now**.

The Arc of Virginia's digital newsletter, provides our members with the most up-to-date information regarding Advocacy, Medicaid updates, Social Security changes, upcoming events and much more.

Depending on your sponsorship package, your company will be showcased and will receive banner ads in our monthly newsletters.



WHO WE ARE

The Arc of Virginia is the state chapter of The Arc of the United States and is comprised of 22 local chapters across the Commonwealth. Nationally, The Arc is the largest community-based organization advocating for and with people with developmental disabilities (DD) and serving them and their families. Joining a local chapter gives you automatic membership to The Arc of Virginia and The Arc of the United States. When you join The Arc, you strengthen and sustain the A Life Like Yours movement.

Advocacy is key in our identity as The Arc of Virginia. We promote self-advocacy, which equips people with DD and their families from across the state with the tools and resources to advocate for themselves. We work to ensure that self-advocates have a seat at every table where DD policy is discussed and that they have the support needed for meaningful participation.

A LIFE LIKE YOURS

The ALLY Movement is the vision for a community-based system of supports and services that enable individuals to obtain and enjoy A Life Like Yours - a home, a job and a life in the community.

MISSION

The Arc of 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.

CORE VALUES

People First - The Arc believes that all people with developmental disabilities are defined by their own strengths, abilities and inherent value, not by their disability.

Equity - The Arc believes that people with developmental disabilities are entitled to the respect, dignity, equality, safety, and security accorded to other members of society, and are equal before the law.

Community - The Arc believes that people with developmental disabilities belong in the community and have fundamental moral, civil and constitutional rights to be fully included and actively participate in all aspects of society.

Self-determination - The Arc believes in self-determination and self-advocacy. People with developmental disabilities, with appropriate resources and supports, can make decisions about their own lives and must be heard on issues that affect their well-being.

Diversity - The Arc believes that society in general and The Arc in particular benefit from the contributions of people with diverse personal characteristics (including but not limited to race, ethnicity, religion, age, geographic location, sexual orientation, gender and type of disability).



GUIDING PRINCIPLES

Participatory Democracy - The Arc acts to ensure that people with developmental disabilities, their parents, siblings, family members and other concerned members of the public have meaningful opportunities to inform and guide the direction of the organization's advocacy, including determining policy and positions on important issues. The Arc strives for diversity in its leadership, as well as in all facets of the work of the organization.

Visionary Leadership - The Arc leads by articulating a positive vision for the future of people with developmental disabilities and catalyzes public and private support in realization of that vision through carefully planned and well-executed goals, strategies and actions.

Public Interest - The Arc represents the public interest, supporting and acting with and on behalf of all people with developmental disabilities and their families regardless of the type of disability or membership in The Arc.

Collaboration - The Arc works with individuals, organizations and coalitions in a collaborative fashion. The Arc values and promotes effective partnerships between volunteer and staff leadership at all levels of the organization.

Transparency, Integrity and Excellence - The Arc conducts its business with integrity, accountability, and open, honest and timely communication. The Arc is committed to quality and excellence in all it does.





SPONSORSHIP PACKAGES

	Podium \$5,000	Champion \$2,500	Benefactor \$1,250	Advocate \$750	Session \$500	Scholarships \$250
Premium Event Speaking Opportunity with Stage Signage - Only 3 Available	✓					
Associate Membership with The Arc of Virginia	✓					
Complimentary Event Registrations	4	2				
Banner Ad in a Monthly K/Now Newsletter	4	2				
Promotional Ad on Social Media	✓	✓				
Logo on Convention Website	✓	✓	✓	✓		
Recognition on Next Year's Sponsorship Prospectus	✓	✓	✓	✓		
Color Ad in Convention Program	FULL PAGE	HALF PAGE	1/4 PAGE	LARGE LOGO	SMALL LOGO	LISTING
Sponsor Exhibit Table	✓	✓	✓	✓	✓	

2023 STATE CONVENTION SPONSORSHIP INFORMATION FORM JULY 31-AUG 3, OMNI RICHMOND HOTEL

PLEASE INDICATE SPONSOR LEVEL & CONTRIBUTION

- ☐ Podium
 ☐ Advocate
☐ Champion
 ☐ Session
☐ Benefactor
 ☐ Scholarship

DUE DATE: JUNE 16, 2023

Please mail with check to:

The Arc of Virginia
2147 Staples Mill Road
Richmond, VA 23230



Or go online: thearcofva.org/convention

Upon receipt of your form and payment, The Arc of Virginia will be in contact with your organization.

We expect over 400+ in attendance from across the Commonwealth.

For more information, contact Tonya Milling at (804) 649-8481, ext. 101 or tmilling@thearcofva.org.

 ORGANIZATION

 CONTACT NAME

 CONTACT TITLE

 MAILING ADDRESS

 CITY, STATE, ZIP

 PHONE NUMBER

 EMAIL

THANK YOU TO OUR AMAZING 2022 SPONSORS

CHAMPION - \$2,500



BENEFACTOR - \$1,250



ADVOCATE - \$750



SESSION - \$500



SCHOLARSHIP - \$250



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