



## Sponsors & Advertisers

2021 DSAIA Leadership Conference

*Facing the Future Together*

February 18-21

2020 was a wild year and we are looking forward to 2021! DSAIA's Annual Leadership Conference allows you to reach some of the most amazing leaders in the Down syndrome community. Our 2021 conference promises to be unique and you are invited to join us as we gather leaders for a truly engaging event. The following pages will give you all the information you need to decide how you would like to participate this year. But before you read on, you should know that we are counting on YOU to help us make this conference a success.

A handwritten signature in cursive script that reads "Sarah".

Sarah A. Mulligan, M.Ed.

Executive Director

Down Syndrome Affiliates in Action

**We're Going Virtual!** DSAIA knows how important our annual conference is and we do not intend to allow a virus to stop us! Because of COVID-19, this year's event will be virtual so that attendees from around the world can participate. Our goal is to have an absolutely stellar event AND make it safe for our attendees. Thank goodness DSAIA is good at being flexible!

**How Can I Participate?** We have 3 great ways for you to support DSAIA's Leadership Conference this year:

- Be a Sponsor!
- Advertise!
- Plan to Attend!

### Who?

Attendees are leaders in local, state, and regional Down syndrome organizations. They include executive directors as well as Board members, volunteers, development staff, outreach coordinators, advocates—the decision-makers you want to engage. We anticipate 200-250 attendees this year.

### How?

Because we are virtual, sponsors will be engaging with our attendees in very different ways. We've added an attendee mailing so that sponsors can send swag, special offers, brochures, etc. directly to attendees. We have an engaging social media campaign that will announce our sponsors in the weeks leading up to the event, we have designed a new kind of conference program and we'll feature sponsor ads and a special thank you. And, of course, we'll take every opportunity during the event to thank our sponsors—you mean the world to us!

## **Why?**

That's easy! DSAIA is inviting organizations and companies to join us in launching a spectacular conference. We've chosen YOU because we know that you provide information, services, or products that DSAIA attendees need to know about. And we know that YOU support the mission of DSAIA. We need your help in building the capacity of Down syndrome organizations around the county to do their very best for individuals with Down syndrome and their families.

## **Deadlines and Dates:**

- January 15, 2021      Roll Call! Sponsors & Exhibitors who have signed on and paid will be featured in our marketing blast to over 3000 prospective attendees.
- February 5, 2021      Deadline to be included in the 2021 Conference Program. Note that the program will be mailed out to all virtual attendees.
- February 5, 2021      Advertising deadline for the conference program—final copy due.
- February 8, 2021      Attendee gifts, coupons, and other items must be received by DSAIA

## **Be a Sponsor!**

Your support allows DSAIA to get the very best information to our attendees. This year, more than ever, our community needs to pull together and we have made it really easy for you to participate. Check out these amazing sponsor benefits:

## **Your Logo on our website:**

Actually, we'll not only put your logo on our website, we'll include a link to your site and a lovely description of who you are. Attendees and prospective attendees can easily connect with you before the conference even begins. Sign up quickly—your web link will go active as soon as we receive your completed application and payment.

## **Social Media:**

DSAIA will launch an engaging social media campaign using Facebook and Instagram—and we'll be featuring our sponsors. You don't want to miss this!

## **Recognition in the conference program:**

DSAIA will proudly thank all of our sponsors in the conference program. This year's program is specially designed for a virtual event!

## **Ad in the program:**

If you want even more visibility, consider an ad in this year's program. Check out the sponsor benefits (ads are included for most sponsorship levels). Make your 2021 ad a striking addition to our program.

## **Complimentary Registration:**

We know how good our content is and we know YOU want to get in on the action. This year's sponsorship levels include one or more complimentary registrations.

## **Sponsorship Levels:**

Sponsor Level	Website Feature	Social Media	Announced in Program	Ad in Program	Complimentary Registration	Attendee Mailing
\$10,000	✓	✓	✓	½ page	5	included
\$5,000	✓	✓	✓	¼ page	3	included
\$2,500	✓	✓	✓	1/8 page	2	included
\$1,000	✓	✓	✓	none	1	included

## Advertise!

Tell your story your way with an ad in the conference program. Full page ads are approximately 5" x 8.5". All ads are single color. Final ad copy is due to DSAIA by February 5, 2020 for inclusion in the conference program. We can use a jpeg, tif, psd, or eps; resolution should be 300 dpi.

Full Page	\$800
½ page	\$400
¼ page	\$200
1/8 page	\$100
Attendee Mailing—NEW! Have a special gift you would like to send to all DSAIA attendees? Maybe a special offer, a freebie, or? Items will be included in registration bags and sent to attendees.	\$250 (price includes shipping to attendees; all items must be received by DSAIA by February 8.

## Make Your Payment Now!

Sponsors will be recognized in our marketing materials upon receipt of payment. Go to [dsaia.org](https://dsaia.org) to learn more or click here for the 2021 Payment Form: <https://dsaia.memberclicks.net/sponsorship-form>. Need an invoice? We're happy to send one. If you can't be a sponsor/advertiser this year but would like to contribute a cash or in-kind donation to underwrite event costs, contact Sarah Mulligan at [sarah@dsaia.org](mailto:sarah@dsaia.org) for more information.

Note our new contact information:  
 Down Syndrome Affiliates in Action  
 PO Box 7192  
 Missoula, Montana 59807  
 Phone: 701-354-7255  
 Email: [sarah@dsaia.org](mailto:sarah@dsaia.org)

**Thank you for supporting DSAIA's 2021 Annual Leadership Conference!**