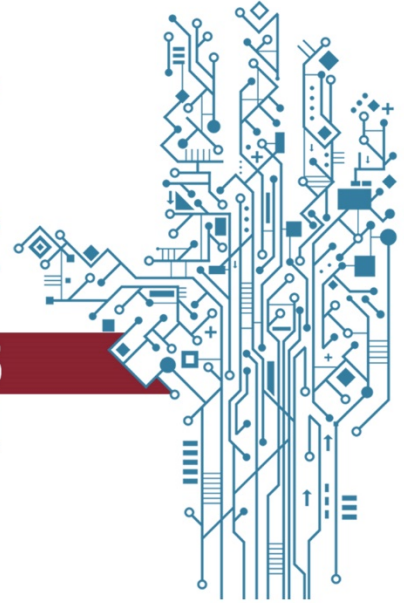


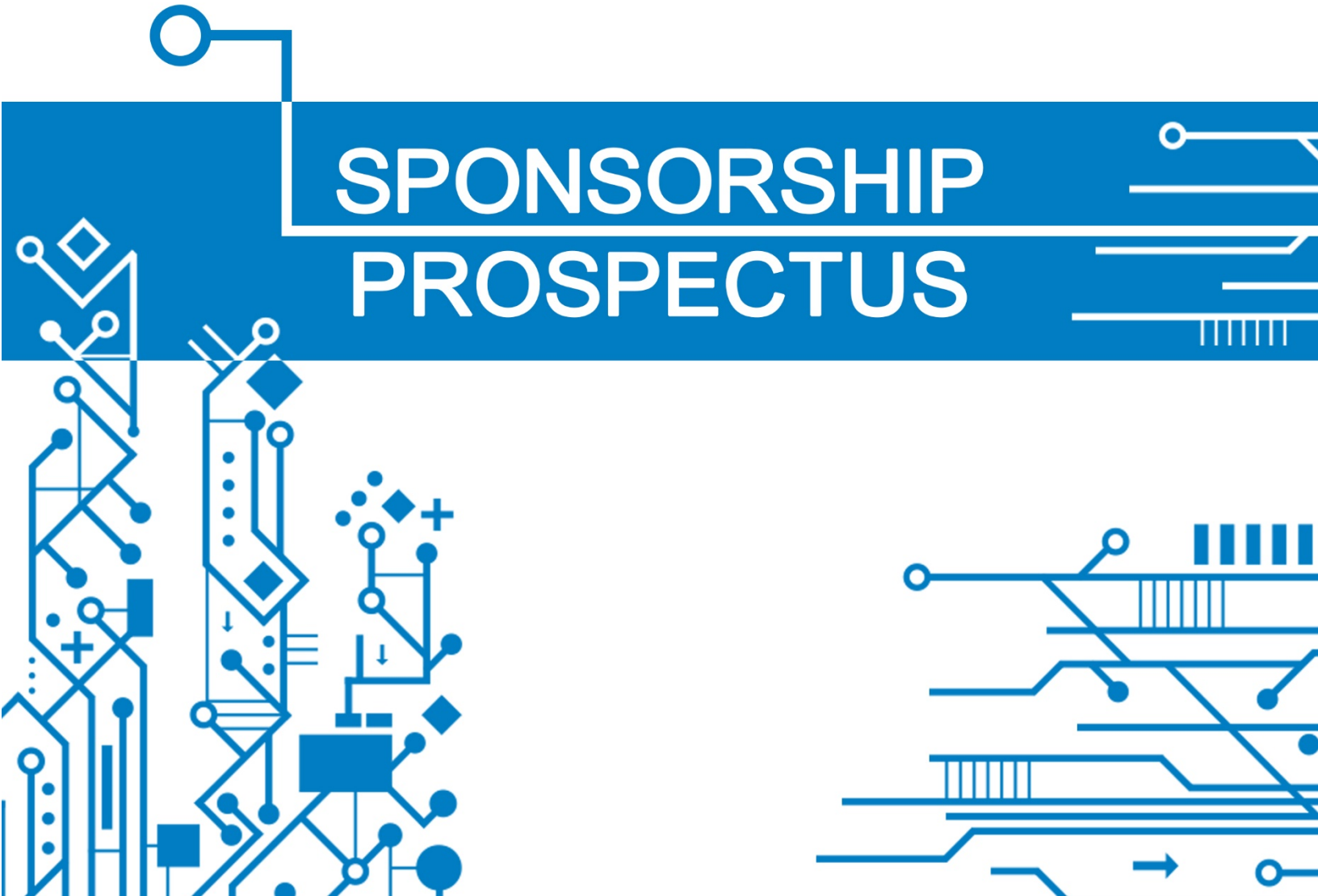
# DSP WEEK

VIRTUAL EVENT  
FROM PROMISE TO PROGRESS  
9.12.21 - 9.15.21



**rtc** on community living  
INSTITUTE of COMMUNITY INTEGRATION | UNIVERSITY of MINNESOTA

## SPONSORSHIP PROSPECTUS

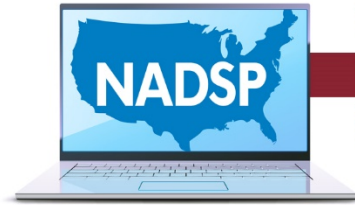


# DSP WEEK

VIRTUAL EVENT

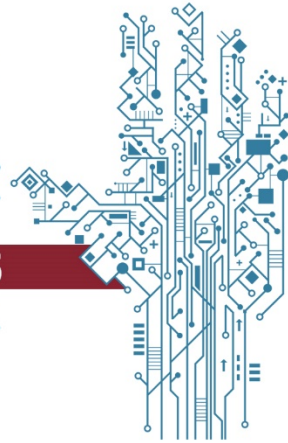
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rtc on community living

INSTITUTE on COMMUNITY INTEGRATION | UNIVERSITY OF MINNESOTA



## ABOUT THE VIRTUAL EVENT

From September 12<sup>th</sup> – 15<sup>th</sup>, NADSP and the Research and Training Center on Community Living from the Institute on Community Integration at the University of Minnesota, will be hosting our second virtual event ‘From Promise to Progress.’ It coincides with National Direct Support Professional (DSP) Recognition Week, which takes place from September 12<sup>th</sup> – 18<sup>th</sup>. Similar to the 2020 event, it is completely free to attendees and we encourage everyone to participate.

The theme ‘From Promise To Progress’ builds off of the 2020 theme ‘From Praise To Promise.’ It goes beyond just the recognition and appreciation for DSPs, by sharing specific actions and cutting-edge approaches to improve the human services field and elevate the status of DSPs. ‘From Promise To Progress’ boasts breakout sessions, panels, keynotes, and the prestigious John F. Kennedy Jr. Award.

## BECOME A SPONSOR

Just like our last virtual event in 2020, ‘From Promise To Progress’ offers innovative and targeted options for sponsors and supporters to engage with attendees and highlight organizational initiatives, products, resources, and more. By aligning your brand with the very best in human services and demonstrating your commitment to this essential workforce, you are positioning yourself alongside leading experts in the field and showing your appreciation for the DSPs that are making a difference in people’s lives.

From logo placement, video messages, and audio mentions, to banner advertisements, social media promotion, and attendee follow-up (just to list a few) our virtual event sponsors and supporters will be able to reach attendees in ways that are not even possible during a traditional, in-person conference. Please browse the numerous options below - but act fast - we sold out our sponsorship options very quickly last year!

## General: DSP Supporter Sponsorship - \$400 Member / \$500 Non-Member

This is your opportunity to demonstrate your support of DSPs in very practical ways. You can position your organization as dedicated to elevating the status of DSPs during National DSP Recognition Week – and beyond - through this virtual event. Whether you're a human service provider, advocacy group, public policy expert, state association or member organization, you will be front and center at the premiere event dedicated to the essential direct support workforce.

- Sponsor-produced :30 second video of gratitude and/or written 'thank you' that is shared on NADSP's website and posted on NADSP social media channels throughout DSP Week
- Sponsor listing on the NADSP virtual event webpage: logo
- Logo included with listing of all 'DSP Supporter' sponsors on presentation slide displayed during introduction of sessions on Monday, September 13<sup>th</sup> and Wednesday September 15<sup>th</sup>

## Awards: John F. Kennedy Jr. Awards Sponsor - \$3,000

Monday, September 13, 2020 • 10:00am – 11:00am ET

- Alison Barkoff, Acting Administrator and Assistant Secretary for Aging at the Administration for Community Living (ACL)
- Jeanne Farr, CEO, NADD
- Joseph Macbeth, President and CEO, NADSP

The John F. Kennedy Jr. Awards will feature a pre-recorded message from Alison Barkoff, Acting Administrator and Assistant Secretary for Aging at the Administration for Community Living. This award recognizes an individual who has demonstrated a distinguished career of excellence and leadership in support of NADSP's mission to enhance the quality of support provided to people with disabilities through the provision of products, services, and certifications which elevate the status of direct support workers, improve practice standards, promote systems reform and, most importantly, advance the knowledge, skills & values of our dedicated workforce. The John F. Kennedy Jr. Award for Direct Support Workforce Advocacy & Leadership is presented to an individual in recognition of improving quality at the point of interaction

Only 1 sponsorship opportunity available

- Sponsor listing on the NADSP virtual event webpage: logo, link, company description
- Exclusive social media promotion on NADSP Facebook Business Page and Twitter
- Sponsorship mention and brief company description shared during introduction
- Logo displayed on screen during entire session
- Sponsorship mention and brief company description shared during conclusion
- Logo included on all general Virtual Event communications
- NADSP exclusively includes sponsor information in email to session attendees following session
- Access to registration information for all event attendees

## Event Session Sponsors - \$1,000

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- Only 6 sponsorship opportunities available
  - o **Invaluable Screening**
  - o **Advocacy in Storytelling: Storytelling with Comics!**
  - o **Connecting The Dots: People Receiving Services, Staffing Decisions, & DSP Turnover**
  - o **Meet the NADSP DSP Advisory Council**
  - o **Always Fresh, Always Relevant, Frontline Initiative**
  - o **Direct Support Professionals & Public Policy: Educate, Advocate and Acknowledge**
- Sponsor listing on the NADSP virtual event webpage: logo, link
- Exclusive social media promotion on NADSP Facebook Business Page and Twitter
- Sponsorship mention and brief company description shared during introduction conclusion with logo
- Logo included on all general Virtual Event communications
- NADSP exclusively includes sponsor information in email to session attendees following session
- Access (Name, Email) to registration information for session attendees

## Keynote Sponsors: Keynotes - \$1,200

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- Only 3 sponsorship opportunities available
  - o **Keynote 1:** Providing Direct Support During the COVID-19 Pandemic: National Survey Review Presented by Amy Hewitt PhD.
  - o **Keynote 2:** Are we ready to be the Change we want to be? Presented by Dr. Monica McCall
  - o **Keynote 3:** What we've learned through this Pandemic – What comes next! Presented by John Dickerson
- Sponsor listing on the NADSP virtual event webpage: logo, link, company description
- Exclusive social media promotion on NADSP Facebook Business Page and Twitter
- Sponsorship mention and brief company description shared during introduction
- Sponsorship mention and brief company description shared during conclusion
- Logo included on all general Virtual Event communications
- NADSP exclusively includes sponsor information in email to session attendees following session
- Full Access (Name, Organization, Titles, State, Email) to registration information for session attendees

## Add On: DSP Raffle - \$100

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Each session of the Virtual event, NADSP will host a raffle of the registered attendees for the day's session. Winners will be announced at the conclusion of the session. Show your good will to DSPs by sponsoring a \$100 Gift Card for them. \$100 of your donation goes to a DSP during DSP week. Please note this must be selected as an add on to a separate Sponsorship selection.

## Add On: DSP Advisory Council Support - \$100

NEW! This sponsorship goes directly to fund to further support the NADSP DSP Advisory Council in their initiatives. Sponsors will receive their organizational name on the DSP Advisory Council page. Please note this must be selected as an add on to a separate Sponsorship selection.

## Become A Sponsor

The National Alliance for Direct Support Professionals (NADSP) has published an online sponsorship form for the 2021 NADSP Virtual Event: From Promise To Progress, on its website. You can complete that form here:

[Click Here for Event Form](#)

- Please note that this form and the materials for sponsorship must be received by **Thursday, August 26, 2021. All payments must be received by August 31, 2021.**
- Checks can be made out to the National Alliance for Direct Support Professionals. All checks can be mailed to NADSP, 240 Washington Ave Ext, Suite 501, Albany, New York, 12203.
- Questions? Contact Desiree Loucks Baer at [dloucksbaer@nadsp.org](mailto:dloucksbaer@nadsp.org) or Nicole Dama at [ndama@nadsp.org](mailto:ndama@nadsp.org) at 518-605-7160.