2019 Sponsorship & Marketing Opportunities
PEOPLE WITH DISABILITIES

consist of the world’s largest minority group, as well as the only group that any of us can become a part of at any time.

24% of adults have a disability today.

Disabilities impact all of us!

74% of people who live with a severe disability do not use an assistive device making their disability “invisible.”

1 in 4 people experience some disability.
From Egyptians using papyrus for wall posters to the new iPhone, advertising has always been the defining landmark of our cultural landscape. And if the economy is the kite of any society, then advertising is the wind.
Digital marketing is the pebble in our shoe reminding us to be “people-centric,” giving our stakeholders information and resources in a way that is directly useful for our care givers and care receivers - for all people living with invisible and visible disabilities. From the mid-1990’s with Yahoo, AOL, the first online ad and email marketing to today’s plethora of mobile social and digital media, IDA intentionally leads the conversation.
Let the Invisible Disabilities® Association fuel your marketing needs through our targeted outreach to people living daily with illness, pain and disability.
We've created a community together with the most trusted partners.
At the Invisible Disabilities® Association, we are intentional about our efforts, raising awareness through relevant campaigns and programming, using data, metrics and analytics to leverage various outreach opportunities for our faithful friends, sponsors and partners. Thank you for your trust and continued support!

1,2,3,4= All info is based on 2018/2019 data.
* YouTube data represents total aggregate views for all videos since 2009.
## FOUNDER’S PARTNERSHIP

It is our desire to honor our friends and faithful partners that continue to support the IDA mission and vision as we stay the course for being the voice and creating valuable programs for care givers, care receivers and all people living with invisible disabilities or any disability.

- Monthly donation commitment provides 25-50% discount on any and all Sponsorship Marketing Opportunities and right of first refusal for ongoing services. One year minimum sign up.

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$250=25%  $350=30%  $500=35%  $750=40%  $1000=50%
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### INVISIBLE NO MORE SHOW VIDEO PODCAST

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Title Sponsorship</td>
<td>$45,000</td>
</tr>
<tr>
<td>• Podcast presented as “[Sponsor Company]’s Invisible No More Podcast highlighting this week…” with full branding in video versions</td>
<td></td>
</tr>
<tr>
<td>• Includes four 15-minute segment guest interview spots</td>
<td></td>
</tr>
<tr>
<td>• Logo exposure through Podcast Web page full top banner and all promotional items (online, print, etc.)</td>
<td></td>
</tr>
<tr>
<td>• Continued mentions at head of each segment throughout program of sponsor name, services and contact info</td>
<td></td>
</tr>
<tr>
<td>• Social Network brand exposure</td>
<td></td>
</tr>
<tr>
<td>Title Sponsorship</td>
<td>$15,000</td>
</tr>
<tr>
<td>Full program underwriting (per episode) includes 2 segment guest interview spots</td>
<td></td>
</tr>
<tr>
<td>Presenting Sponsor Full program underwriting (per episode)</td>
<td>$7,500</td>
</tr>
<tr>
<td>15-minute segment guest interview (per episode)</td>
<td>$4,500</td>
</tr>
<tr>
<td>Segment sponsorship (per episode segment)</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

### IDA SOCIAL MEDIA/FACEBOOK HEADER/BANNER (182,000+ followers)

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Annual Title Sponsorship</td>
<td>$65,000</td>
</tr>
<tr>
<td>Title Sponsorship (monthly)</td>
<td>$7,500</td>
</tr>
<tr>
<td>• Shared logo/banner in profile photo</td>
<td></td>
</tr>
<tr>
<td>Highlighted Individual Sponsorship per non-boosted editorial post</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
Invisible No More®

The Reveal

2019 Awards Gala
October 18, 6-10 PM
Invisible Disabilities® Association
Title Sponsorship
• Two VIP tables (20 seats)
• Complimentary full-page ad (Inside Front or Back if available)
• Acknowledgment in all printed collateral
• Acknowledgment/Logo on event’s website for one year
• Acknowledgment in press releases
• Acknowledgment from the stage
• Table signage
• Logo on Blue Carpet Banner Backdrop

Reveal Sponsorship
• One VIP table (10 seats)
• 30 Minute Private Performance with Illusionist David Laflin
• Complimentary full-page ad
• Acknowledgment in all printed collateral
• Acknowledgment/Logo on event’s website for one year
• Acknowledgment in press releases
• Acknowledgment from the stage
• Table signage

Illusion Sponsorship
• One VIP table (10 seats)
• Complimentary full-page ad
• Acknowledgment in all printed collateral
• Acknowledgment/Logo on event’s website for one year
• Acknowledgment in press releases
• Acknowledgment from the stage
• Table signage

Magic Sponsorship
• One VIP table (10 seats)
• Complimentary half page ad
• Acknowledgment in all printed collateral
• Acknowledgment/Logo on event’s website for one year
• Acknowledgment in press releases
• Acknowledgment from the stage
• Table signage

IDA Sponsor
• One table (10 seats)
• Acknowledgment in commemorative program
• Acknowledgment/Logo on event’s website for one year
• Acknowledgment from the stage
• Table signage

Non-profit Sponsor
• 2 VIP Tickets for 501(c)3 Non-profit
• Provides 1 scholarship attendee ticket for guest with invisible disability determined by IDA.
• Acknowledgment of Non-profit in commemorative program.
• Non-profit logo on event’s website for one year.
• Acknowledgment of Non-profit from the stage

You’re Invited to the
INVISIBLE DISABILITIES®
ASSOCIATION

12th Annual Awards Gala
Starring
Master Illusionist
David Laflin
Friday, October 18th, 6:00 PM
Denver Marriott South
10345 Park Meadows Drive
Lone Tree, Colorado 80124

Modern Masquerade,
Super Hero or Cocktail
www.TheReveal.Live
Our Speaker’s Bureau engages audiences around the globe sparking conversations, facilitating panels and leading discussions for audiences. Our experts present on a wide variety of disability topics such as HR strategies, ADA compliance, Disability Awareness for Corporations, Organizations, Employee Resource Groups, College Diversity Centers and more.
SPEAKER HONORARIUM FEE
$2,500-7,500+
• Includes one 30-75 minute live, keynote or topic-based presentation for single or multi-location simulcast (plus all travel, meals and incidental expenses*).
• Multi-day or event speaker

30-minute pre/post event VIP or audience interactive session.
No Charge

VIDEO-Internal usage licensing rights
$1,500
• Video/Audio recording of presentation with one-year license for internal/intranet usage only. (Must provide video/audio equipment and crew. This option requires permission and licensing signed contract minimum six weeks prior to event.)

VIDEO-External usage licensing rights
$2,750
• Video/Audio recording of presentation with one-year license for external (public) online usage. (Must provide video/audio equipment and crew. This option requires permission and licensing signed contract minimum six weeks prior to event.)

Custom Package buyout rates are available! Just ask!

50% non-refundable deposit is required at the time the speaker is booked for the event. Remaining 50% and expenses-to-date are due 7 days prior to event. All additional travel and incidental expenses are due within 10 days following the event if applicable.

*Travel Expenses may include but are not limited to the following:
• Ground Transportation (Limousine, taxi, Uber, or rental car - to/from departure airport and to/from arrival airport)
• Round Trip Airfare
• Accommodations
• Meals and Incidental Expenses
• Audio-Visual Equipment (slide projector, projection screen, wireless lavaliere microphone, PA system, etc.)
The IDA Marketplace is our online access point of vetted resources for providing information, services, doctors, medical support, health technologies and a wide variety of experts in various fields to help people living daily with illness, pain and disabilities.
**INVISIBLE DISABILITIES WEEK (Third week in October)**

**Title Sponsorship**
- IDW website page top banner/logo for that week
- Prominent logo placement on all IDW materials

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**IDA WEBSITE**

**Monthly Title Sponsorship**
- Top banner/logo on website homepage for 1 month period listed as title partner
- One Gala VIP table (10 seats)
- Gala program full page ad
- Acknowledgment in all Gala printed collateral
- Acknowledgment in press releases
- Acknowledgment from the Gala stage
- Table signage at Gala
- Two full program episodes of Podcast underwriting credits/15 sec highlight commercial

$15,000

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**IDA MARKETPLACE**

*(Vetted companies providing products and services for IDA stakeholders)*

**Monthly Title Sponsorship**
- Top banner/logo on IDA Marketplace web homepage for 1-month period listed as title partner
- One Gala VIP table (10 seats)
- Gala program full page ad
- Acknowledgment in all Gala printed collateral
- Acknowledgment in press releases
- Acknowledgment from the Gala stage
- Table signage at Gala
- One episode segment of Podcast underwriting credits/15 sec highlight commercial

$7,500

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**Monthly Marketplace web homepage listing**
- Company info in IDA Vendor Services Marketplace listing with company website link and brief info blurb

$1,500
IDA Campaigns and Programs are addressing head-on a wide variety of issues for people living with invisible and all disabilities.

**Leading legislative efforts for an approved identifier on government IDs for voluntary disability disclosure.**

**Healthy Living Green Initiatives**

Actively engaging partnerships and informing our culture about food, air, and other products that impact our environment and health on a daily basis.

**“Care Effect” inspires launch of IDA CARES**

Caregiver Empathy Assessment Tools and Mobile App
ALL OF OUR IDA CAMPAIGNS ARE AVAILABLE FOR CUSTOM PARTNER SPONSORSHIPS AND IN-KIND SERVICES.

NATIONAL DISABILITY ID
National Title Sponsorship $100,000
• Serving 50 states in the USA

State Title Sponsorship $10,000
• Serving an individual state in the USA

Certification Training Sponsors various
• Contact IDA for Custom rates

HEALTHY LIVING GREEN INITIATIVES
Monthly Title Sponsorship various
• Contact IDA for Custom rates

IDA CARES
Monthly Title Sponsorship various
• Contact IDA for Custom rates
MISSION & VISION
The Invisible Disabilities® Association is about believing. We believe you! The frequently invisible nature of illness and pain may lead to disbelief about that illness or pain by those surrounding the person who lives daily with invisible disabilities. This disbelief can lead to misunderstandings, rejection by friends, family and health care providers. It may also lead to accusations of laziness or faking an illness. We are passionate about providing awareness that invisible illness, pain and disabilities are very real! Our mission is to encourage, educate and connect people and organizations touched by illness, pain and disability around the globe. Envision with us, a world where people living with illness, pain and disability will be Invisible No More®.

Your Marketing Partner
Our philosophy is simple, your goals are our goals. We can help drive success and ROI (Return on Investment AND Return on Impact) for your business though our resources and outreach opportunities.

We are THE invisible disability experts with 23 years of experience. We use our skills in conjunction with a variety of proven marketing solutions to create the most effective opportunities for your business to connect with our constituents; care givers and care receivers, people living daily with illness, pain and disabilities.

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“Why did I decide to start the Invisible Disabilities® Association (IDA)?” This question has been posed to me on many occasions. The obvious answer is because of my wife, Sherri. As you may know, Sherri lives daily with progressive multiple sclerosis (MS), chronic Lyme disease, chemical injury and traumatic brain injury, as well as severe pain and bone crushing fatigue. I met Sherri in 1992 at the age of 28 after she was officially diagnosed with MS and Lyme disease. I fell in love not only with her, but also with helping other people who are living with invisible disabilities and pain every day. I wanted to be her champion and theirs, too.

But why care at all? Caring means being a part of someone else’s mess. Caring means moving from “it’s all about me” to “maybe, it is about you, too”. According to Google, the word “care” is both a noun that means “the provision of what is necessary for the health, welfare, maintenance and protection of someone or something,” and a verb that means to “feel concern or interest; attach importance to something.” I like to think that I care via kindness in both senses of the word.

Thus, what moved me to launch IDA was my desire to care for others. People who live with an invisible illness oftentimes become part of the shadows. They need, as the above definition states, “health, welfare, maintenance and protection,” because sometimes caring can be hard to come by. For example, my wife once collapsed at a department store and sat in the aisle for more than an hour as people just walked by. No one seemed concerned. Sound crazy? I hear these types of stories quite often.

Our mission here at the Invisible Disabilities® Association revolves around care. We care by listening, believing, validating, encouraging, educating and connecting people touched by illness, pain and disability. We show we care by telling the world that people matter even in all of their illness and pain, even when they can barely get out of bed, even when they can’t speak for themselves and even when they must depend on others for their most basic needs.

I love the following quote from leadership guru, John Maxwell: “People don’t care how much you know until they know how much you care.” I care, and I founded IDA for this reason. At IDA, we care and we believe. We look forward to a world where people living with illness, pain and disability will be Invisible No More®, a world where we all care and believe!

Wayne Connell
Founder, President and CEO