



The Transition Journeys

The Arc of Massachusetts's biennial Transition Conference is back and better than ever!

The Transition Journeys will feature timely and relevant information about the transition from school programs to adult services for people with intellectual and developmental disabilities or autism when they turn 22 years old.

Attendees will learn about transition from experts in Massachusetts services and supports, as well as family members who already have traveled the path. Attendees can choose from a wide variety of panels and breakout sessions, visit resource tables in the exhibit area, and hear from a renowned keynote speaker.

Being a conference sponsor is a great opportunity to market your products and services to the parents, family members, and human service professionals who attend. In addition, because the conference will be heavily promoted to our constituency via email and social media, your organization or business will reach The Arc's ever-growing online community.

The Transition Journeys

The Arc of Massachusetts Transition Conference
Saturday, April 27, 2024

Worcester State University | Worcester, MA

PLATINUM SPONSOR

\$15,000

- ▶ Platinum Sponsor recognition during the Transition Conference and in all related materials, including emails about the Conference, press releases, event media, signage, and Advocate.
- ▶ Acknowledgement from the stage during opening session and lunch.
- ▶ Opportunity to have a representative address participants during lunch.
- ▶ Opportunity to have a representative participate in a session or on a panel discussion.
- ▶ Your logo on tote bag that will be given to all attendees.
- ▶ Inclusion of approved promotional material in conference tote bag.
- ▶ Exhibitor table in prominent location in exhibit area.
- ▶ Full-page color ad in the digital and printed Conference program books.
- ▶ Conference admission for two guests.
- ▶ Two clickable banner ads in our weekly e-newsletter Notes from The Arc.
- ▶ Four acknowledgements and links on The Arc's social media platforms.
- ▶ One article in Advocate.

GOLD SPONSOR

\$10,000

- ▶ Recognition during the Transition Conference and in all related materials, including emails about the Conference, press releases, event media, signage, and Advocate.
- ▶ Acknowledgement from the stage during opening session and lunch.
- ▶ Your logo on tote bag that will be given to all attendees.
- ▶ Inclusion of approved promotional material in conference tote bag.
- ▶ Exhibitor table in prominent location in exhibit area.
- ▶ Full-page color ad in the digital and printed Conference program books.
- ▶ Conference admission for two guests.
- ▶ One clickable banner ad in our weekly e-newsletter Notes from The Arc.
- ▶ Two acknowledgements and links on The Arc's social media platforms.

SILVER SPONSOR

\$5,000

- ▶ Recognition during the Transition Conference, in email announcements, event media, signage, and Advocate.
- ▶ Table in exhibit area.
- ▶ Half-page color ad in the digital and printed Conference program books.
- ▶ Conference admission for one guest.

BRONZE SPONSOR

\$2,500

- ▶ Recognition during the Conference, in email announcement, event media, signage, and Advocate.
- ▶ Table in exhibit area.
- ▶ Quarter-page color ad in the digital and printed Conference program books.
- ▶ Conference admission for one guest.

FAST FACTS

The past several transition conferences attracted an average of 500 attendees.

The Arc of Massachusetts has growing email, social media, and website reach.

As of December 1, 2023:

✉ Email Subscribers:	20,062
🔍 <i>Notes from The Arc</i> Open Rate:	47%
📘 Facebook:	9,346
📷 Instagram:	1,887
🐦 Twitter:	2,848
🌐 LinkedIn:	1,251
📶 FY23 Website Views:	138,549

Advocate is our quarterly printed newsletter. Circulation is 2,600 households, agencies, and decisionmakers, with an estimated readership of 5,200. **Advocate** also is published online; the online version is promoted to our email subscribers. Ads in the online publication can be made clickable to a specified page on your website.

Notes from The Arc is our weekly electronic newsletter. It is sent to a growing list of subscribers, including self-advocates, family members, concerned citizens, decisionmakers, press, and human service agencies.

FRIEND SPONSOR \$1,500

- ▶ Acknowledgement as a sponsor on signage and in event media
- ▶ Table in exhibit area
- ▶ Quarter-page color ad in the digital and printed Conference program books.
- ▶ Conference admission for one guest

Full-Page Color Ad in the Printed and Digital Program Books \$1,000

7.5" W x 10" H

Half-Page Color Ad in the Printed and Digital Program Books \$500

7.5" W x 4.75" H – horizontal only

Interested in combining a conference sponsorship with other events or advertising?

Contact Katrin at aback@arcmass.org to start the conversation about a custom sponsorship package tailored to meet your specific interests and budget.

KEY DATES

February 23

Deadline for sponsors to commit in order to be included on the postcard

April 4

Deadline for sponsors to have logo or ad in the program book

April 27

The Transition Journeys Conference