

CELEBRATING THE **LEGACY** OF  
**LEO SARKISSIAN**  
THE ARC OF MASSACHUSETTS

**Thursday, October 17, 2024**

**6:00 – 9:00pm**

**Reception and Program**

**Edward M. Kennedy Institute  
for the United States Senate  
Boston, Massachusetts**

Celebrate the vision and enduring legacy of Leo Sarkissian, The Arc of Massachusetts's Executive Director for 33 years. Leo dedicated his career to people with intellectual and developmental disabilities and autism and their families. Through his leadership, The Arc had an outsized impact on disability policy and advocacy in Massachusetts and beyond, as evidenced by legislative victories such as Real Lives, Autism Omnibus, National Background Check, Nicky's Law, and Operation House Call; nearly yearly funding increases for services and supports; and the expansion of services for thousands of residents through lawsuits in the 1990s. His impact will continue to be felt for decades to come. Countless individuals and families across the state benefited from his work directly and through his state and national advocacy and policy work. On November 1, Leo will be retiring from his role as Executive Director.

The Arc of Massachusetts and the disability community will celebrate his impact and legacy at this very special event on October 17. The cocktail reception featuring gourmet hearty hors d'oeuvres will be followed by the program. As a sponsor, you will improve the lives of individuals with disabilities and their families, while honoring Leo's legacy. Funds raised will sustain The Arc's advocacy and programs.

### **Sponsorship Opportunities**

**Presenting Sponsor** **\$35,000**

- Presenting Sponsor recognition in all marketing materials, including emails about the event, press releases, event media, and signage
- 30 tickets with reserved seating in a premier location
- Two clickable banner ads in our weekly e-newsletter Notes from The Arc
- Two promotional emails to The Arc's subscribers
- Six acknowledgements and links on The Arc's social media platforms
- Full-page color ad in the digital and printed program books

**Platinum Sponsor** **\$25,000**

- Recognition in all marketing materials, including emails about the event, press releases, event media, and signage
- 20 tickets with reserved seating in premier location
- Two clickable banner ads in our weekly e-newsletter Notes from The Arc
- Two promotional emails to The Arc's subscribers
- Four acknowledgements and links on The Arc's social media platforms
- Full-page color ad in the digital and printed program books

**Gold Sponsor** **\$15,000**

- Recognition in all marketing materials, including emails about the event, press releases, event media, and signage
- 15 tickets with reserved seating in a priority location
- Two clickable banner ads in our weekly e-newsletter Notes from The Arc
- Two acknowledgements and links on The Arc's social media platforms
- Full-page color ad in the digital and printed program books

**Silver Sponsor** **\$10,000**

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- Recognition in all marketing materials, including emails about the event, press releases, event media, and signage
- 10 tickets with reserved seating in a priority location
- One clickable banner ad in our weekly e-newsletter Notes from The Arc
- Two acknowledgements and links on The Arc's social media platforms
- Full-page color ad in the digital and printed program books

**Bronze Sponsor** **\$7,500**

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- Recognition in all marketing materials, including emails about the event, press releases, event media, and signage
- 8 tickets
- One clickable banner ad in our weekly e-newsletter Notes from The Arc
- Two acknowledgements and links on The Arc's social media platforms
- Half-page color ad in the digital and printed program books

**Advocate** **\$5,000**

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- Recognition in marketing materials, including event emails, event media, and signage
- 6 tickets
- Two acknowledgements and links on The Arc's social media platforms
- Half-page color ad in the digital and printed program books

**Supporter** **\$2,500**

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- 4 tickets
- One acknowledgement and link in social media
- Half-page color ad in the digital and printed program books

**Friend** **\$1,500**

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- 2 tickets
- One acknowledgement and link in social media
- Listing in the digital and printed program books

**Individual Ticket** **\$300**

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**Full-Page (8.5" W x 11" H) Color Ad in the Printed and Digital Program Books** **\$1,000**

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**Half-Page (7.75" W x 4.75" H) Color Ad in the Printed and Digital Program Books** **\$500**

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All sponsors and advertisers will have their logo and link on The Arc's website for one year and recognition in the 2024-25 Annual Report.

Key Dates

October 7      Deadline for program book ads  
October 17     Celebrating the Legacy of Leo Sarkissian Event

Visit [www.arcmass.org/Leo](http://www.arcmass.org/Leo) to become a sponsor or purchase tickets.

Please contact Katrin at [aback@arcmass.org](mailto:aback@arcmass.org) to learn more about the benefits of sponsoring this event or to develop a sponsorship package that meets your organization's needs.