



AGENCY SPONSORSHIP PROGRAM



Your Voice in the State House...

Through advocacy, education, and outreach, The Arc of Massachusetts gives individuals with intellectual and developmental disabilities (IDD), their families, and the agencies that serve them **a powerful voice.**

The Arc of Massachusetts fights for increased funding and supports, encourages legislators to pass effective laws, and affirms the rights of individuals with disabilities. As a member of The Arc's Agency Sponsorship Program, you join forces with a well-known, respected statewide organization to ensure that the people we serve have the opportunities and resources they need to lead fulfilling lives in the community. We also are leading the charge to find solutions to the workforce shortage crisis.



Your voice will be heard in the State House, on Capitol Hill, and in the community.

The Arc of Massachusetts works closely with local, state, and federal elected officials to form public policy and educate decisionmakers on important disability issues. As an agency sponsor, you will learn how to mobilize your constituents and how to better advocate for funding and programs that serve them.

Your Seat at the table...

You have a seat at the table.

Your organization will receive comprehensive and timely information about key issues impacting human services and people with IDD. We will assist you on scheduled State House visiting sessions and how to address proposed legislation with State Senators and Representatives. Plus, agency staff, volunteers, and constituents will be invited to attend advocacy trainings.



Promote your agency to The Arc's growing constituent base.

You will be known as a champion for disability rights and have the opportunity to be recognized in The Arc's multiple communications vehicles. Depending on your sponsorship level, your agency could receive exposure on The Arc of Massachusetts website, in articles in the weekly electronic newsletter *Notes from The Arc*, advertising in the quarterly *Advocate* newsletter, across social media platforms, and at events. The Arc has, and will continue to, invest in growing our constituency and organizing people whose lives are touched by IDD, thereby expanding your agency's reach.

Your Logo here...

FAST FACTS

The Arc of Massachusetts has growing email, social media, and website reach. As of July 14, 2022:

- ✉ Email Subscribers: **17,500**
- 📊 Notes from The Arc Open Rate: **39.2%**
- 📊 Advocates in Capital Canary: **30,613**
- 📘 Facebook: **8,810**
- 📷 Instagram: **1,632**
- 🐦 Twitter: **2,753**
- 🌐 LinkedIn: **786**
- 📊 Combined Social Media Reach: **13,981**
- 📊 FY22 Website Views: **138,611**
- 👤 FY22 Website Users: **54,518**

Notes from The Arc is our weekly electronic newsletter. It is sent a growing list of subscribers, including self-advocates, family members, concerned citizens, decisionmakers, press, and human service agencies. As of July 14, 2022, we have 17,500 subscribers with an average weekly open rate of nearly 40%.

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. Ads in the online publication can be made clickable to a specified page on your website.

ALL SPONSORS WILL RECEIVE:

- » Notices about advocacy trainings to which you can invite agency staff and constituents.
- » News and updates on important legislative, budget, and policy issues via The Arc Insider emails and can request information on bills and laws.
- » Assistance on legislative outreach, as resources allow.
- » The opportunity to have a representative join The Arc's Government Affairs Committee.
- » Acknowledgment in the annual report.
- » A subscription to *Advocate*.

HERO

\$15,000+

- » Four articles in *Notes from The Arc*. Material provided by sponsor.
- » Three large (720x380 pixels) clickable ads in *Notes from The Arc*. Material provided by sponsor.
- » Your ads in three issues of *Advocate* – two half page ads and one quarter page ad (value = \$2,070).
- » Recognition as a sponsor during three webinars
- » Link and listing on The Arc homepage and the agency sponsors page.
- » Eight acknowledgements and links on the social media platform of your choice
- » Clickable logo in three issues of *Notes from The Arc*
- » Special promotion to be arranged between agency and The Arc

CHAMPION

\$10,000 – 14,999

- » Three articles in *Notes from The Arc*. Material provided by sponsor.
- » Two large (720x380 pixels) clickable ads in *Notes from The Arc*. Material provided by sponsor.
- » Your ads in three issues of *Advocate* – one half page ad and two quarter page ads (value = \$1,710).
- » Recognition as a sponsor of two webinars
- » Link and listing on The Arc homepage and the agency sponsors page.
- » Six acknowledgements and links on the social media platform of your choice
- » Clickable logo in two issues of *Notes from The Arc*

LEADER

\$7,500 – 9,999

- » Two articles in *Notes from The Arc*. Material provided by sponsor.
- » One quarter page ad in *Advocate* (value = \$500).
- » Recognition as a sponsor of one webinar
- » Link and listing on The Arc homepage and the agency sponsors page.
- » Four acknowledgements and links on the social media platform of your choice
- » Clickable logo in one issue of *Notes from The Arc*

PATRON

\$5,000 – 7,499

- » One article in *Notes from The Arc*. Material provided by sponsor.
- » Link and listing on The Arc homepage and the agency sponsors page.
- » Three acknowledgements and links on the social media platform of your choice
- » Clickable logo in one issue of *Notes from The Arc*

PARTNER

\$2,500 – 4,999

- » Link and listing on agency sponsors page.
- » Two acknowledgements and links on the social media platform of your choice
- » Clickable logo in one issue of *Notes from The Arc*

SUPPORTER

\$1,000 – 2,499

- » Link and listing on agency sponsors page.
- » Clickable logo in one issue of *Notes from The Arc*.
- » One acknowledgment and link on the social media platform of your choice.

Agencies with budgets of less than \$1 million can become sponsors at the Supporter level with a contribution of \$750.

Please contact Katrin Aback, Director of Philanthropic Partnerships, at aback@arcmass.org or 781-891-6270 x105.