



Please join The Arc of Massachusetts in celebrating 70 years of progress for people with intellectual and developmental disabilities (IDD) and autism: from institutions and segregation to inclusion and opportunities. Innumerable advocates, families, public officials, donors, human service agencies, and friends have worked tirelessly to reach this milestone. Through their efforts, the 200,000 Massachusetts residents living with disabilities have more opportunities to lead full lives in the community than ever before.

*Come celebrate the progress we have made together!*

**70 Years of Progress:**

*Advocacy, Empowerment, and The Arc of Massachusetts*

Thursday, May 23, 2024 | 2:30pm

The VERVE

1360 Worcester Street | Natick, Massachusetts

Featuring a panel presentation, 70 Years of Progress will explore the then and now of disability policy and advocacy in Massachusetts through the personal experiences of members of the disability community. A cocktail reception will follow the program.

As a sponsor, you will improve the lives of individuals with disabilities and their families. The 70th Anniversary will bring together our partners and friends, while celebrating the progress that has been made. The funds raised are critical to sustaining the advocacy and programs of The Arc of Massachusetts.





CELEBRATING 70 YEARS OF PROGRESS  
The Arc of Massachusetts

## SPONSORSHIP OPPORTUNITIES FOR CORPORATIONS + AGENCIES

### GOLD SPONSOR

\$15,000

- ▶ Recognition at the event and on all marketing materials, including emails to The Arc's constituents about the event, press releases, invitations, event media, and signage
- ▶ Fifteen tickets to 70 Years of Progress
- ▶ Two promotional messages to The Arc's email subscriber list
- ▶ Two large (720x380 pixels) clickable banner ads in our weekly e-newsletter Notes from The Arc
- ▶ Two acknowledgments and links on The Arc's social media platforms
- ▶ Full-page color ad in the digital and printed program books
- ▶ Acknowledgment in the summer 2024 issue of Advocate

### SILVER SPONSOR

\$10,000

- ▶ Recognition at the event and on all marketing materials, including emails to The Arc's constituents about the event, press releases, invitations, event media, and signage
- ▶ Ten tickets to 70 Years of Progress
- ▶ One promotional message to The Arc's email subscriber list
- ▶ One large (720x380 pixels) clickable banner ad in our weekly e-newsletter Notes from The Arc
- ▶ Two acknowledgments and links on The Arc's social media platforms
- ▶ Full-page color ad in the digital and printed program books
- ▶ Acknowledgment in the summer 2024 issue of Advocate

### BRONZE SPONSOR

\$5,000

- ▶ Recognition at the event and on all marketing materials, including emails to The Arc's constituents about the event, press releases, the invitation, event media, and signage
- ▶ Eight tickets to 70 Years of Progress
- ▶ One large (720x380 pixels) clickable banner ad in our weekly e-newsletter Notes from The Arc
- ▶ Two acknowledgments and links on The Arc's social media platforms
- ▶ Half-page color ad in the digital and printed program books
- ▶ Acknowledgment in the summer 2024 issue of Advocate

### ADVOCATE

\$3,000

- ▶ Recognition at the event and on marketing materials, including emails to The Arc's constituents about the event, the invitation, event media, and signage
- ▶ Six tickets to 70 Years of Progress
- ▶ Two acknowledgments and links on The Arc's social media platforms
- ▶ Half-page color ad in the digital and printed program books
- ▶ Acknowledgment in the summer 2024 issue of Advocate

### SUPPORTER

\$1,500

- ▶ Four tickets to 70 Years of Progress
- ▶ One acknowledgment and link in social media
- ▶ Half-page color ad in the digital and printed program books



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## SPONSORSHIP OPPORTUNITIES FOR CORPORATIONS + AGENCIES

### FAST FACTS

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

**As of December 1, 2023:**

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

*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.

*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.

FRIEND \$700

- ▶ Two tickets to 70 Years of Progress
- ▶ Listing in the program book

INDIVIDUAL TICKET \$70

FULL-PAGE COLOR AD \$1,000

- ▶ Specs: 8.5" W x 11" H

HALF-PAGE COLOR AD \$500

- ▶ Specs: 7.75" W x 4.75" H – horizontal only

**All sponsors and advertisers will have their logo and link on The Arc's website for one year and recognition in the 2023-24 Annual Report.**

### KEY DATES

<b>March 8</b>	Sponsorship deadline for logo on the invitation
<b>May 6</b>	Deadline for ads in the program book
<b>May 23</b>	70 Years of Progress: Advocacy, Empowerment, and The Arc of Massachusetts

Visit [www.arcmass.org/70Years](http://www.arcmass.org/70Years) to become a sponsor or purchase tickets. Please contact Katrin Aback, Director of Development, at [aback@arcmass.org](mailto:aback@arcmass.org) to learn more about our constituency and the benefits of sponsoring this event or to develop a sponsorship package that meets your organization's needs.