**PROSPECTUS**

**National Association of Guide Dog Users Inc.**

**National Federation of the Blind**

**2018 Seminar Convention & Exhibitor Sponsorship**

**July 3, 2018**

Thank you for your interest in sponsoring the 2018 seminar of the National Association of Guide Dog Users (NAGDU). This sponsorship is the ideal way to show support for the nation’s guide dog users and the important work we do year-round to remove the barriers we face. We have a number of opportunities for organizations that want to show support for the blind and in particular, guide dog users. Sponsoring this seminar and our annual meeting will provide an ideal platform to showcase your products and services, whether you are looking for an increase in brand awareness, leadership positioning, new business development, or a combination of these. Sponsoring our seminar will give you access to direct marketing opportunities that you will not find anywhere else. This document contains details of available sponsorship opportunities for the NAGDU seminar. We also have some broader convention sponsorship, exhibit, and job fair opportunities for the 2018 National Federation of the Blind convention we can share with you if you are interested in helping on a larger scale. If, after reviewing the information contained in this document, you have additional questions or would like to become a sponsor of the NAGDU seminar and annual meeting, please contact Marion Gwizdala at (813) 626-2789 or email him at [info@nagdu.org](mailto:info@nagdu.org). We look forward to working with you on this exciting annual event.

## Welcome Message

The National Association of Guide Dog Users (NAGDU) is the most dynamic, influential voice in the affairs of guide dog users in the United States. As a division of the National Federation of the Blind, the oldest and largest organization of the blind in the world, we continue to raise the expectations of blind people and transform dreams into reality. On behalf of NAGDU and the NFB, we invite you to partner with us and support this work. By serving as a sponsor of the 2018 NAGDU Seminar and annual meeting being held on July 3 & 5in Orlando, Florida, you will be helping us create opportunities for the blind of America to live the lives we want while increasing brand awareness of your organization for thousands of guide dog users, other blind individuals, and their families.

The National Federation of the Blind National Convention is the largest gathering of the blind in the world. The funding you provide by serving as a sponsor goes far beyond helping to support the important activities of our seminar, annual meeting, and national convention. These resources contribute to our work throughout the year as we implement programs to improve education and employment opportunities, raise awareness, shatter misconceptions, provide resources and advocacy, and promote the true independence of blind Americans. Sponsors benefit from increased visibility leading up to and during the convention through social media promotion, advertising, and signage. National convention sponsors also enjoy the opportunity to connect with NFB leadership throughout the week, most notably during the convention kick-off reception.

Other benefits of sponsorship worth noting are live announcements during our internet streams, promotions during our meetings, and – at higher levels of convention sponsorship - a table in the convention exhibit hall. Our exhibit hall is one of the highlights of the convention, with nearly every attendee visiting the hall. The exhibit hall provides the perfect opportunity for you to meet and interact with a unique customer base and demonstrate your products and services. As a sponsor in the exhibit hall, you will enjoy increased exposure, premium placement, and extended exhibit hours on the first day during the sponsors-only preview.

Your partnership helps us fulfill our mission to ensure that the blind achieve complete integration into society on the basis of equality. We look forward to working with you so that together we can transform blind people’s dreams into reality.

## Why the National Federation of the Blind National Convention?

The National Federation of the Blind (NFB) National Convention is the largest annual gathering of blind people in the world. Each year, thousands of blind people – including about 400 guide dog users, their families, and supporters gather to discuss ways to continue helping blind people live the lives they want. Every aspect of life as a blind person is presented at the convention, including hobbies, education, employment, technology, parenting, and the rights of blind people. The six-day event allows blind people to come together to reflect on the advances we've made throughout the year as well as plan what is next for the NFB.

## Why the NFB?

The National Federation of the Blind knows that blindness is not the characteristic that defines you or your future. Every day we raise the expectations of blind people because low expectations create obstacles between blind people and our dreams. You can live the life you want; blindness is not what holds you back.

The National Federation of the Blind is the only organization that believes in the full capacity of blind people and has the power, influence, diversity, and determination to help transform our dreams into reality. Founded in 1940, the National Federation of the Blind is the largest organization of the blind in America, with over 50,000 blind and sighted members.

## Who Participates?

Thousands of blind people from across the country and their families attend the National Federation of the Blind National Convention. All age groups from infants to seniors attend the convention to learn about the activities of the Federation throughout the year, see old friends and make new ones, check out new technologies, and be inspired by other blind people. Parents, educators, legal and government professionals, guide dog users, and technology developers are just a few of the groups that attend this convention.

National Association of Guide Dog Users

National Federation of the Blind

Sponsorship Opportunities

**Alpha Dog - $1000**

* Six live mentions – Three during the afternoon and 3 during the evening session
* Two live mentions during annual meeting on July 5
* Logo on dais skirt
* Promotional information at registration & exhibit hall tables
* Sponsorship acknowledgement in email announcements (7500 subscribers)
* Headline Listing with logo on live stream page
* Two complimentary convention registrations
* Special convention rates at Rosen Shingle Creek Resort
* Sponsorship recognition in all promotional materials
* Acknowledgement in the participant packet

**Traveling Paws - $500**

* Three live mentions – Two during the afternoon and one during the evening sessions
* One live mention during annual meeting on July 5
* Secondary Listing with logo on live stream page
* Promotional information on registration & exhibit hall tables
* Two complimentary convention registrations
* Special convention rates at Rosen Shingle Creek Resort
* Sponsorship acknowledgement in email announcements (7500 subscribers)
* Sponsorship recognition in all promotional materials
* Acknowledgement in the participant packet

**Harness Up - $250**

* Two mentions – One during the afternoon and one during the evening session
* One live mention during annual meeting on July 5
* Third level listing with logo on live stream page
* Sponsorship acknowledgement in email announcements (7500 subscribers)
* Sponsorship recognition in all promotional materials
* Acknowledgement in the participant packet

**Good Dog: $100**

* Group mention at the beginning of afternoon & evening sessions
* Group mention during annual meeting on July 5
* Recognition on live stream page
* Acknowledgement in the participant packet

**Door prize sponsor - Minimum $25 cash or in-kind contribution)**

* Mention during award of contribution
* In-kind donations also qualify for above sponsorship levels based upon value of contribution