



Sponsorship Prospectus

The **National Lifespan Respite Conference (NLRC)**, hosted by the ARCH National Respite Network and Resource Center (ARCH) and the New York State Caregiving and Respite Coalition (NYSCRC), will be held at the **Hilton Albany** in **Albany, NY**, on **May 21-23, 2024**.

The theme for the conference, ***RAISE the Bar for Respite, Strategies for strengthening family caregivers***, is meant to be timely and inspirational. Coming on the heels of the 2022 release of the **National Strategy to Support Family Caregivers** by the Administration for Community Living, the theme is a call to action. The report includes nearly 500 actions that can be adopted at every level of government and across the public and private sectors, including actions that each of us can take, to advance supports to strengthen the nation's more than 53 million family caregivers.

The conference focus is on respite, but our driving intention is to strengthen and support family caregivers, who are the backbone of the nation's long-term services and supports system. The conference will provide opportunities to ***RAISE the Bar*** for **Research, Advocacy, Innovation, Services and Supports, and Education** in the respite care field.

Previous National Lifespan Respite Conferences have been very successful, and we expect no less from the 2024 conference in Albany! The conference will offer valuable, up-to-date information for families, professionals and interested agencies and organizations on respite and caregiver supports. Keynote speakers and breakout sessions will offer a multitude of opportunities to ***RAISE the Bar for Respite***.

Who Will Be There?

We expect more than 300 conference participants from across the United States and Canada. Attendees are expected to include family caregivers who care for individuals across all ages, and the village of professionals and volunteers who support them.

Participants will include persons with disabilities and older adults, parents, grandparents, guardians, respite providers, home care agency staff, social workers, case managers, care coordinators, information and referral services staff, program managers, nurses, advocates, direct support workers, employers, researchers, teachers, leaders of faith-based organizations, national and state policy makers, national and state disability, aging, and caregiving organization leaders, and community and business leaders who influence and shape the role of respite in the support network.

Why Be a Sponsor?

The multiple and varied conference sponsorship and exhibitor opportunities will provide you and your organization the ability to:

- I. **Reach hundreds** of diverse conference participants from across the U.S. and Canada.
- II. **Engage with leaders** in the public and private sectors who are actively involved in the issues of family caregiving, family support, respite, home- and community-based care, and other long-term services and supports.
- III. **Boost your visibility** in this market through a conference sponsorship that provides unique prospects to network, brand, market and advertise.
- IV. **Demonstrate your commitment** to serving family caregivers, who are the backbone of the nation's long-term services and supports system, and their local communities and networks of support.
- V. **Experience Multiple Conference Benefits.** Depending on the level of sponsorship, perks include free registration, exhibit tables, and optimal ad placements in the conference program and Whova app!

Sponsorship Options

Champion of Respite \$15,000

- ◆ Opportunity to provide a brief welcome to conference participants at opening session
- ◆ Name and logo listed as a *Champion of Respite Sponsor* on conference materials, including the conference website, program, and Whova app
- ◆ Full page ad in the conference program
- ◆ Acknowledgement during general sessions and reception
- ◆ Company profile, and ability to upload FAQs, brochures, and videos in Whova conference app
- ◆ Logo on screen projection loop in general sessions
- ◆ Logo on email marketing materials
- ◆ 4 complimentary conference registrations
- ◆ 1 Exhibitor Table – Premier Location

Platinum Sponsor \$10,000

- ◆ Name and logo listed as a *Platinum Sponsor* on conference materials, including the conference website, program, and Whova app
- ◆ Half-page ad in the conference program
- ◆ Acknowledgement during general sessions and reception
- ◆ Company profile, and ability to upload FAQs, brochures, and videos in Whova conference app
- ◆ Logo on screen projection loop in general sessions
- ◆ Logo on email marketing materials
- ◆ 3 complimentary conference registrations
- ◆ 1 Exhibitor Table – Preferred Location

Gold Sponsor \$5,000

- ◆ Name and logo listed as a *Gold Sponsor* on conference materials, including the conference website, program, and Whova app
- ◆ Quarter-page ad in the conference program
- ◆ Acknowledgement during general sessions and reception
- ◆ Company profile, and ability to upload FAQs, brochures, and videos in Whova conference app
- ◆ Logo on screen projection loop in general sessions
- ◆ Logo on email marketing materials
- ◆ 2 complimentary conference registrations
- ◆ 1 Exhibitor Table

Silver Sponsor \$2,500

- ◆ Name and logo listed as a *Silver Sponsor* on conference materials, including the conference website, program, and Whova app
- ◆ Business card-size ad in the conference program
- ◆ Company profile, and ability to upload FAQs, brochures, and videos in Whova conference app
- ◆ Logo on screen projection loop in general sessions
- ◆ 1 complimentary conference registration
- ◆ 1 Exhibitor Table

Bronze Sponsor \$1,000

- ◆ Name listed as a *Bronze Sponsor* on conference materials, including the conference website, program, and Whova app
- ◆ Logo on screen projection loop in general sessions
- ◆ Discounted exhibitor booth (\$100 off)

Friend of Respite \$500

- ◆ Name listed as a *Friend of Respite* on conference materials, including the conference website, program and Whova app
- ◆ Logo on screen projection loop in general sessions

Exhibitor Only

- ◆ 1 email marketing campaign promoting all conference exhibitors, including logo
- ◆ Listing in the conference program
- ◆ Company logo, profile, and ability to upload FAQs, brochures, and videos in Whova conference app
- ◆ 1 Exhibitor Table

Registration Sponsorship Opportunities

- ◆ Sponsors may elect to donate their complimentary conference registrations that are included in the above packages to support the participation of family caregivers and/or individuals with a disability.
- ◆ If you are interested in sponsoring additional conference registration costs for family caregivers and/or individuals with disabilities, you may do so in any dollar amount.
- ◆ Registration sponsors will be acknowledged in the conference program and on a screen projection loop in all general sessions.

SPONSORSHIP DETAILS & TERMS

DEADLINE:

Sponsorship commitment and payment deadline – **April 1, 2024**

TERMS:

- ◆ No direct advertising buys are available – advertising through sponsorship only.
- ◆ All advertising material must meet layout requirements and deadlines. Content is subject to approval.
- ◆ Sponsorship status becomes effective upon receipt of funds. Sponsors whose payments are not received by the deadline will NOT be listed in the conference program unless prior arrangements have been made.
- ◆ All sponsorships payable by check or credit card, no later than **April 1, 2024**

SPONSORSHIP SUBMISSION

Please complete Sponsorship Form (attached or available for download at the [National Lifespan Respite Conference website](#)) and **submit with payment** to DGreen@lifespan-roch.org or mail to conference fiscal sponsor:

Doris Green, MPA
New York State Caregiving and Respite Coalition
Managed by Lifespan
1900 South Clinton Avenue
Rochester, NY 14618

Lifespan of Greater Rochester, the fiscal agent for the conference, is a 501(c)(3) organization. The New York State Caregiving and Respite Coalition is managed by Lifespan of Greater Rochester.

QUESTIONS?

If you have any questions on the available sponsorship packages, please contact Doris Green with the NY State Caregiving and Respite Coalition at DGreen@lifespan-roch.org or call 585-287-6393.



SPONSORSHIP FORM

Please complete this form to indicate your level of sponsorship for the **2024 National Lifespan Respite Conference** to be held on May 21-23, 2024, in Albany, NY.

Sponsoring Organization: _____

First and Last Name: _____

Street Address: _____

City: _____ **State:** _____ **Zip:** _____

Email: _____ **Phone:** _____

Please indicate your desired level of sponsorship:

- | | | | |
|--|----------|--|---------|
| <input type="checkbox"/> Champion of Respite | \$15,000 | <input type="checkbox"/> Silver Sponsor | \$2,500 |
| <input type="checkbox"/> Platinum Sponsor | \$10,000 | <input type="checkbox"/> Bronze Sponsor | \$1,000 |
| <input type="checkbox"/> Gold Sponsor | \$5,000 | <input type="checkbox"/> Friend of Respite | \$500 |

Registration Sponsors

Sponsors may elect to donate their complimentary conference registrations that are included in the above package to support the participation of family caregivers and/or individuals with a disability. If you are interested in sponsoring additional conference registration costs for family caregivers and/or individuals with disabilities, you may do so in any dollar amount.

____YES, I would like to donate____(*indicate #*) of the complimentary conference registrations.

____YES, I would like to donate an additional \$__to support the participation of family caregivers and/or individuals with a disability.

Exhibitor Information

Sponsors at the \$2,500 level and higher are entitled to a free exhibit booth. Supporters of Respite at the \$1,000 level up to \$2,499 are entitled to a discounted exhibit booth.

If you would like to have an exhibit booth only, without a conference sponsorship, please complete and submit the separate *Exhibitor Information Form* with this sponsorship form or for more information, please visit the Conference Website at [2024 National Lifespan Respite Conference](#).

Please choose form of payment:

Check **Make check payable to: Lifespan of Greater Rochester** (fiscal agent).
Please include "ARCH Conference" in memo line.

Credit Card* VISA MasterCard Discover American Express

Card Number: _____ Security Code: _____

Expiration Date: _____ Name on Card: _____

Cardholder's Signature: _____

** If you prefer to provide your credit card information by phone, please contact Doris Green at 585-287-6393, Monday - Friday from 8:30 am - 4:30 pm ET.*

Billing Address

Street: _____ City: _____

State: _____ Zip Code: _____

All sponsorships are payable no later than April 1, 2024, to ensure your sponsorship is included in marketing materials.

Please email the completed and signed form to DGGreen@lifespan-roch.org or mail forms and payment to conference fiscal agent:

**Doris Green, MPA
New York State Caregiving and Respite Coalition
Managed by Lifespan of Greater Rochester
1900 South Clinton Avenue
Rochester, NY 14618**