



2025 National Lifespan Respite Conference
April 1-3, 2025 ✦ Huntsville, AL

Partnership Prospectus

The **National Lifespan Respite Conference (NLRC)**, hosted by the **ARCH National Respite Network and Resource Center (ARCH)** and **Alabama Lifespan Respite (ALR)** – a program of UCP Huntsville – will be held at the **Westin Huntsville** in **Huntsville, AL**, on **April 1-3, 2025**.

The theme for the conference, ***RAISE and Engage – Launch Respite Now!***, is not only a nod to the incredible history of the space industry in Huntsville, also known as Rocket City USA, but is also a call to action. ***RAISE and Engage*** challenges all to learn more about the **Research, Advocacy, Innovation, Services and Supports, and Education** efforts that connect respite programs and public and private initiatives to better support family caregivers.

The 2025 conference builds upon the 2022 release of the **National Strategy to Support Family Caregivers** by the Administration for Community Living. 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.

Since its release, ARCH and the Lifespan Respite Network have been fully engaged in leading efforts at the state and local levels to implement respite actions included in the National Strategy. This conference invites YOU to join us and engage your partners and those you serve in learning about how you can ***Launch Respite Now*** to unprecedented new heights!

While the conference focus is on respite, our driving intention is to strengthen and support family caregivers, who are the backbone of the nation's long-term services and supports system. **With your partnership help**, the conference will successfully provide opportunities to create the space, inspiration and momentum needed in order to prepare organizations and agencies to take flight in the mission of supporting our nation's family caregivers.

Who Will Be There?

We anticipate 250 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 vast array 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 Conference Partner?

The multiple and varied conference partnerships 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 partnership or collaboration opportunity 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 financial support, perks include free registration, exhibit tables, and optimal ad placements in the conference program and Whova app!

Conference Partnership Options

Champion of Respite Partnership - \$15,000

- ◆ Opportunity to provide a brief welcome to conference participants at opening session
- ◆ Name and logo listed as a *Champion of Respite Partner* on conference materials, including the conference website and printed program
- ◆ 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 before general sessions
- ◆ Logo on email marketing materials
- ◆ Social media recognition
- ◆ 4 complimentary conference registrations
- ◆ 1 Exhibitor Table – Premier Location

Platinum Partnership - \$10,000

- ◆ Opportunity to provide a brief welcome to conference participants at opening session
- ◆ Name and logo listed as a *Platinum Level Partner* on conference materials, including the conference website and printed program
- ◆ 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 before general sessions
- ◆ Logo on email marketing materials
- ◆ Social media recognition
- ◆ 3 complimentary conference registrations
- ◆ 1 Exhibitor Table – Preferred Location

Gold Partnership - \$5,000

- ◆ Name and logo listed as a *Gold Level Partner* on conference materials, including the conference website and printed program
- ◆ 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 before general sessions
- ◆ Logo on email marketing materials
- ◆ Social media recognition
- ◆ 2 complimentary conference registrations
- ◆ 1 Exhibitor Table

Silver Partnership - \$2,500

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

Bronze Partnership - \$1,000

- ◆ Name listed as a *Bronze Level Partner* on conference materials, including the conference website and printed program
- ◆ Social media recognition
- ◆ Logo on screen projection loop before general sessions
- ◆ Discounted exhibitor booth (\$100 off)

Friend of Respite Partnership \$500

- ◆ Name listed as a *Friend of Respite* on conference materials, including the conference website and printed program
- ◆ Social media recognition
- ◆ Logo on screen projection loop before general sessions

Exhibitor Only

- ◆ Listing in the conference program
- ◆ 1 Exhibitor Table

Registration Collaborative Partnership Opportunities

- ◆ Conference partners 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 donating additional funds for conference registration costs for family caregivers and/or individuals with disabilities, you may do so in any dollar amount.
- ◆ Registration collaborative partners and donors will be acknowledged in the conference program and on a screen projection loop before all general sessions.

SPONSORSHIP DETAILS & TERMS

DEADLINE:

Partnership/donor commitment deadline – **December 1, 2024**

TERMS:

- ◆ No direct advertising buys are available – advertising is through partnerships only.
- ◆ All advertising materials must meet layout requirements and deadlines. Content is subject to approval.
- ◆ Partnership status becomes effective upon receipt of funds. Partners whose payments are not received by the deadline will NOT be listed in the conference program unless prior arrangements have been made.
- ◆ All partnerships are payable by check (made payable to UCP Huntsville) or credit card, no later than **February 1, 2025**.

CONFERENCE PARTNERSHIP SUBMISSION

Please complete the Conference Partnership Form (attached or available for download at the **National Lifespan Respite Conference website**) and **submit with payment** to **TracyC@ucphuntsville.org** or by mail to the conference fiscal agent:

**Tracy Cieniewicz, Alabama Lifespan Respite
UCP Huntsville
1856 Keats Drive
Huntsville, AL 35810**

UCP Huntsville, the fiscal agent for the conference, is a 501(c)(3) organization. Alabama Lifespan Respite is a program of UCP Huntsville.



QUESTIONS?

If you have any questions about the available partnership packages, please contact Tracy Cieniewicz with Alabama Lifespan Respite, **tracyc@ucphuntsville.org**, or call 256-859-4900.

CONFERENCE PARTNERSHIP FORM

Please complete this form to indicate your level of partnership for the **2025 National Lifespan Respite Conference** to be held on April 1-3, 2025, in Huntsville, AL.

Partnering Organization: _____

First and Last Name: _____

Street Address: _____

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

Email: _____ **Phone:** _____

Please indicate your desired partnership level:

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

Registration Collaborative Partners

Partners 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 donating funds for 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

Partners 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 being a conference partner, please complete and submit the separate *Exhibitor Information Form* with this Conference Partnership Form. For more information, please visit the **2025 National Lifespan Respite Conference website**.

Please choose form of payment:

Check **Make check payable to: UCP Huntsville** (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 Tracy Cieniewicz at 256-859-4900, Monday - Friday from 8:00 am - 4:30 pm CST.*

Billing Address

Street: _____ City: _____

State: _____ Zip Code: _____

All partnerships and donations are payable no later than February 1, 2025, to ensure your partnership acknowledgement is included in marketing materials.

Please email the completed and signed form to tracyc@ucphuntsville.org or mail forms and payment to conference fiscal agent:

**Tracy Cieniewicz
Alabama Lifespan Respite
A Program of UCP Huntsville
1856 Keats Drive
Huntsville, AL 35810**