



National Lifespan Respite Conference
September 13-15, 2022

Sponsorship Prospectus

The National Lifespan Respite Conference (NLRC), hosted by the ARCH National Respite Network and Resource Center (ARCH) and the Respite Care Association of Wisconsin (RCAW), will be held at the Madison Concourse Hotel and Governor's Club in Madison, WI, on September 13-15, 2022.

The theme for the conference, *Reimagine Respite*, is meant to be timely as well as inspirational. The pandemic may be ongoing, but we can now imagine a more hopeful future. COVID-19 cast a harsh light on the lack of support for family caregivers, but it also presented opportunities to raise awareness and rethink traditional supports to ensure that they are more meaningful for family caregivers and their loved ones. *How was respite care adapted during the pandemic? Might adaptations provide a model to Reimagine Respite post COVID?* At this event, we will learn about evolving and cutting-edge strategies from the public and private sectors to serve the nation's more than 50 million family caregivers.

Previous national respite conferences have been very successful, and we expect no less from the 2022 conference! The conference will offer valuable, up-to-date information for families, professionals, business leaders, the health care sector, researchers, and other stakeholders related to respite supports for caregivers. Conference keynote speakers and breakout sessions will offer a multitude of opportunities to *Reimagine Respite!*

We expect between 250 and 300 conference participants from across the United States and Canada. Attendees are expected to include anyone who supports family members and family caregivers of individuals across all ages. Participants will include professionals, researchers, employers, family caregivers, persons with disabilities and older adults, parents, grandparents, guardians, respite providers, social workers, case managers, program managers, nurses, advocates, direct support staff, teachers, leaders of faith-based organizations, national and state policy makers, and community and business leaders who influence and shape the role of respite in the support network.

The conference sponsorship and exhibitor opportunities will provide you and your organization the ability to reach hundreds of conference participants from across the U.S. 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. Boost your visibility in this market through a conference sponsorship that provides unique prospects to network, brand, market and advertise.



Sponsorship Options

Champion of Respite \$10,000

- Opportunity to provide a five-minute welcome to conference participants at conference opening
- Name and logo listed as a *Champion of Respite* Sponsor on conference materials, including the conference website and Whova app
- Logo on email marketing materials
- Logo on all keynote and plenary session screens at the start of each session
- Full page ad in the conference program
- 4 Full Conference registrations
- 1 Exhibitor Booth, including 6 ft table, drape, 2 chairs
- Company profile, and ability to upload FAQs, brochures, and videos in Whova conference app

Hero for Respite \$7,500

- Name and logo listed as a *Hero for Respite* Sponsor on conference materials, including the conference website and Whova app
- Logo on email marketing materials
- Logo on luncheon keynote or plenary session screens at the start of the session
- ½ page ad in the conference program
- 3 Full Conference registrations
- 1 Exhibitor Booth, including: 6 ft table, drape, 2 chairs
- Company profile, and ability to upload FAQs, brochures, and videos in Whova conference app

Ambassador of Respite \$5,000

- Name and logo listed as an *Ambassador of Respite* Sponsor on conference materials, including the conference website and Whova app
- Logo on email marketing materials
- Logo on one keynote or plenary session screen at the start of the session
- ¼ page ad in the conference program
- 2 Full Conference registrations
- 1 Exhibitor Booth, including: 6 ft table, drape, 2 chairs
- Company profile, and ability to upload FAQs, brochures, and videos in Whova conference app

Advocate for Respite \$2,500

- Name and logo listed as an *Advocate for Respite* Sponsor on conference materials, including the conference website and Whova app.
- Logo on email marketing materials
- ¼ page ad in the conference program
- 1 Full Conference registration
- 1 Exhibitor Booth, 6 ft table, drape, 2 chairs
- Company profile, and ability to upload FAQs, brochures, and videos in Whova conference app

Supporter of Respite \$1,000

- Name listed as a *Supporter of Respite* level sponsor on conference materials, including the conference website and Whova app
- Logo on Conference Home page
- Discounted exhibitor booth (\$100 off), including 6 ft table, drape, 2 chairs

Friend of Respite \$500

- Name listed as a *Friend of Respite* on conference materials, including the conference website and Whova app

Exhibitor Only

- 1 email marketing campaign promoting all conference exhibitors, including logo
- 1 Exhibitor Booth, 6 ft table, drape, 2 chairs
- Company logo, profile, and ability to upload FAQs, brochures, and videos in Whova conference app

Registration Sponsorship Opportunities

- 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.
- Registration sponsors will be acknowledged by name in the sponsorship tab of the conference app and on a screen projection loop in all general sessions.

SPONSORSHIP DETAILS & TERMS**DEADLINES:**

- Sponsorship commitment and payment deadline – **July 1, 2022**

TERMS:

- All sponsorships payable by check or credit card, no later than **July 1, 2022**
- No direct advertising buys are available – advertising through sponsorship only.
- All advertising material must meet layout requirements and deadlines and content is subject to conference 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.

SPONSORSHIP SUBMISSION

Please complete Sponsorship Form (attached or available online at the [National Lifespan Respite Conference website](#))

QUESTIONS?

If you have any questions on the available sponsorship packages, please contact Badger Bay @ RCAW@badgerbay.co or 920-560-5610.

SPONSORSHIP FORM

Please complete this form to indicate your level of sponsorship for the **2022 National Lifespan Respite Conference** to be held on September 14-15, 2022, in Madison, WI.

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 | \$10,000 | <input type="checkbox"/> Advocate for Respite | \$2,500 |
| <input type="checkbox"/> Hero for Respite | \$7,500 | <input type="checkbox"/> Supporter of Respite | \$1,000 |
| <input type="checkbox"/> Ambassador of Respite | \$5,000 | <input type="checkbox"/> Friend of Respite | \$500 |

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____ 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 \$1000 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 [2022 National Lifespan Respite Conference](#).

Please choose form of payment:

Check Make check payable to: Respite Care Association of Wisconsin and mail to fiscal Agent: Badger Bay, 563 Carter Court, Suite B. Kimberly, WI 54136

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 Badger Bay at 920-560-5610 Monday – Friday from 8:30 am – 4:30 pm CST.*

Billing Address

Street: _____ City: _____

State: _____ Zip Code: _____

All sponsorships are payable no later than July 1, 2022, to ensure your sponsorship is included in marketing materials.

Thank you for your support!

If you have questions about the sponsorship opportunities, please contact Badger Bay at RCAW@badgerbay.co or 920-560-5610.

