

AFBLC
2023

**American Foundation
for the Blind**
Leadership Conference

Empowering Digital Inclusion

APRIL 19-21, 2023

Hyatt Regency Crystal City
Arlington, Va



Inclusive Employment | Digital Inclusion | Leadership



**THANK
YOU**

**FOR YOUR INTEREST IN SPONSORING
THE AMERICAN FOUNDATION FOR THE BLIND'S
2023 LEADERSHIP CONFERENCE (AFBLC)
AND HELEN KELLER ACHIEVEMENT AWARDS (HKAA).**

AFB's mission is to *create a world of no limits* for individuals who are blind and low vision. With the launch of the AFB Talent Lab, the continued growth of the Blind Leaders Development Program, and the genesis of research studies that profoundly impact accessibility and employment, we continue to be leaders in the space of creating equitable and inclusive opportunities for individuals in our community. The focus for this year's conference will be: **Digital Inclusion, Leadership, and Inclusive Employment.**

What We Do

Headquartered in Washington DC, the American Foundation for the Blind mobilizes leaders to advance public policy priorities, champions impactful policies and practices through research, and creates opportunities through workforce development programs and accessibility initiatives. You can learn more about AFB's impact by visiting www.afb.org.

What is the AFB Leadership Conference (AFBLC)?

The [AFBLC](#) provides a forum in which leaders from a variety of fields are provided with the opportunity to expand their knowledge of best practices, refine leadership skills, identify inclusion strategies that work, and share concerns and solutions.

What is the Helen Keller Achievement Awards (HKAA)?

The Helen Keller Achievement Awards (HKAA), which is taking place on the eve of the Leadership Conference on April 19th, will recognize the notable achievements of leaders in improving the lives of people with disabilities. [Past awardees](#) include Amazon, Apple, Google, JPMorgan Chase, Stevie Wonder, Ray Charles, and Patty Duke.



Who Attends?

In addition to the 400 conference attendees who join each year, you'll reach our dedicated readership and social media following—roughly **159,000 followers** across all platforms, and **over 1 million website users annually**. Our AFBLC e-blasts reach over **80,000 individuals**. AFB's *AccessWorld Magazine* provides smart and informed commentary to over 63,000 users a month and covers cutting-edge news and trends concerning information technology and visual impairment. In total, your sponsorship of these events will have a combined reach of **1.3 million users**.

"The 2022 AFB Leadership Conference was an incredible learning opportunity with an array of sessions and panels designed to promote accessibility and inclusion and to connect with the blind and low vision community. Google has been a proud sponsor of the AFBLC and I look forward to attending in the future."

—CHRISTOPHER PATNOE, EMEA LEAD FOR ACCESSIBILITY AND DISABILITY INCLUSION AT GOOGLE

Sessions and Events

Conference sessions are designed to meet the interests and educational needs of our diverse attendees. During the 2022 conference, we offered 40 distinct learning opportunities over two days that included 35 breakout meetings and general sessions on topics such as Creating a Welcoming and Inclusive Workplace for Blind/Low Vision Employees, Inclusive Customer Service, Mentoring Matters, as well as an Idea-A-Thon hosted by JPMorgan Chase.

In 2023, we will be joined by leaders who are dedicated to promoting digital inclusion and accessibility for blind and low-vision individuals. These experts and thought leaders will discuss avenues to expand and develop digital tools to empower the low-vision community to find meaningful employment and create fulfilling, well-paying jobs to improve the meager 34% employment rate for people who are blind or visually impaired.

Sponsorship Benefits

If you wish to identify your institutions as a leader in the DEI field, strengthen your brand, and help your organization stand out, these premium-level sponsorships provide a pathway for meeting your goal.

CHAMPION OF INCLUSION SPONSORS \$75,000

Each \$75,000 opportunity includes the presenting sponsor rights for one of the following events during the AFBLC:

- Helen Keller Achievement Awards Presenter
- AFB Leadership Awards Luncheon Presenter

EACH \$75,000 LEVEL SPONSOR ALSO RECEIVES THE FOLLOWING BENEFITS:

Year-Round Benefits (January 2023–December 2023)

- Tailored virtual learning experience for your employees led by our senior experts on a topic such as “Technology and Workplace Accommodations,” or “Interfacing with Blind Employees & Clients”
- Opportunity to participate in the AFB podcast “Inform & Connect”
- Acknowledgments in 3 issues of [AccessWorld Magazine](#) (63,000 users monthly)

Pre- & Post-AFBLC Promotions (January 2023–December 2023)

- Video ad embedded on www.AFB.org website (1 million annual visits)
- Banner ad in two (2) pre-event email blasts (80,000 recipients)
- Link and logo on the www.AFB.org website
- Link and logo on the AFBLC webpage
- Link and logo on the HKAA webpage
- Logo/listing in AFBLC email blasts (80,000 recipients)
- Listing in AFBLC press release
- Social media shout out on Twitter, Facebook, LinkedIn & Instagram (159,000 followers)

On Site AFBLC Benefits (April 20–21, 2023)

- Speaking opportunity during breakout sessions
- Announcement as a lead sponsor during general session
- Space in demo room
- Exhibit booth
- Opportunity to include item in Leadership Conference swag bag
- Logo in the Leadership Conference virtual program
- Advertisement in conference virtual program
- Six registrations for AFB Leadership Conference
- Six tickets to the AFBLC opening night reception
- Logo on sponsor poster(s)

Helen Keller Achievement Awards Benefits

- Thirty VIP tickets to the HKAA
- Announced as a lead sponsor during the event
- Ad in HKAA virtual program
- Logo on event signage & screen during event

LEADERSHIP CIRCLE SPONSORS \$50,000

Each \$50,000 opportunity includes the naming rights for one of three Leadership Conference Tracks, or the naming rights for the opening night reception during the AFBLC:

- Leadership Track
- Digital Inclusion Track
- Inclusive Employment Track
- AFBLC Opening Night Reception Sponsor

ALL \$50,000 LEVEL SPONSORS ALSO RECEIVE THE FOLLOWING BENEFITS:

Year-Round Benefits (January 2023–December 2023)

- Virtual learning experience for your employees led by senior experts on a topic such as “Technology and Workplace Accommodations,” or “Interfacing with Blind Employees & Clients”
- Opportunity to participate in the AFB podcast “Inform & Connect”
- Acknowledgments in 2 issues of [AccessWorld Magazine](#) (63,000 users monthly)

Pre & Post AFBLC Promotions (January 2023–December 2023)

- Link and logo on the www.AFB.org website
- Logo on the AFBLC webpage
- Logo on the HKAA webpage
- Logo/listing in AFBLC email blasts (80,000 recipients)
- Listing in AFBLC press release
- Social media shout out on Twitter, Facebook, LinkedIn & Instagram (159,000 followers)

On Site AFBLC Benefits (April 20–21, 2023)

- Announced as a sponsor during general session
- Space in demo room
- Exhibit booth
- Opportunity to include item in Leadership Conference swag bag
- Logo in the Leadership Conference virtual program
- Advertisement in Leadership Conference virtual program
- Five registrations for the AFB Leadership Conference
- Five tickets to the AFBLC opening night reception
- Logo on sponsor poster(s)

Helen Keller Achievement Awards Benefits

- Twenty VIP tickets to the HKAA
- Announced as a sponsor during the event
- Ad in the HKAA virtual program
- Logo on event signage & screen during event

NO LIMITS CIRCLE SPONSORS \$25,000

Each \$25,000 opportunity includes the naming rights for one of the following assets during the AFBLC. Please note, this is on a first come first serve basis:

- Day 1 Keynote Sponsor
- Day 2 Keynote Sponsor
- Conference App Sponsor
- Free Wi-Fi Sponsor
- Coffee Breaks Sponsor
- Networking Breakfast Sponsor
- Discussion Panel Sponsor

ALL \$25,000 LEVEL SPONSORS ALSO RECEIVE THE FOLLOWING BENEFITS:

(1) Year-Round Benefits (January 2023–December 2023)

- Opportunity to participate in the AFB podcast “Inform & Connect”
- Receive acknowledgment in one issue of [*AccessWorld Magazine*](#) (63,000 users monthly)

(2) Pre & Post AFBLC Promotions (January 2023–December 2023)

- Logo on the AFBLC webpage
- Logo on the HKAA webpage
- Logo/listing in AFBLC email blasts (80,000 recipients)
- Listing in AFBLC press release
- Social media shout out on Twitter, Facebook, LinkedIn & Instagram (159,000 followers)

(3) On Site AFBLC Benefits (April 20–21, 2023)

- Announced as a sponsor during general session
- Space in demo room
- Exhibit booth
- Include item in Leadership Conference swag bag
- Logo in the Leadership Conference virtual program
- Advertisement in Leadership Conference virtual program
- Four registrations for the AFB Leadership Conference
- Four tickets to the AFBLC opening night reception
- Logo on sponsor poster(s)

(4) Helen Keller Achievement Awards Benefits

- Ten VIP tickets to the HKAA
- Announced as a sponsor during the event
- Ad in the HKAA virtual program
- Logo on event signage and screen during event

CHANGEMAKERS CIRCLE SPONSORS (\$15,000)

(1) Year-Round Benefits (January 2023–December 2023)

- Receive acknowledgments on 1 issue of [*AccessWorld Magazine*](#) (63,000 users monthly)

(2) Pre & Post AFBLC Promotions (January 2023–December 2023)

- Name listed on AFB website
- Listing in AFBLC email blasts (80,000 recipients)
- Listing in AFBLC press release
- Social media shout out on Twitter, Facebook, LinkedIn & Instagram (159,000 followers)

(3) On Site AFBLC Benefits (April 20–21, 2023)

- Exhibit booth
- Include item in Leadership Conference swag bag
- Logo in the Leadership Conference virtual program
- Advertisement in Leadership Conference virtual program
- Three registrations for AFB Leadership Conference
- Three tickets to the AFBLC opening night reception
- Logo on sponsor poster(s)

(4) Helen Keller Achievement Awards

- Ten VIP tickets to the HKAA
- Ad in HKAA virtual program
- Logo on event signage
- Logo on screen during event

ALLIES CIRCLE SPONSORS (\$10,000)

(1) Year-Round Benefits (January 2023–December 2023)

- Receive acknowledgments on 1 issue of [*AccessWorld Magazine*](#) (63,000 users monthly)

(2) Pre & Post AFBLC Promotions (January 2023–December 2023)

- Name listed on AFB website

(3) On Site AFBLC Benefits (April 20–21, 2023)

- Name in the Leadership Conference virtual program
- Advertisement in Leadership Conference virtual program
- Two registrations for AFB Leadership Conference
- Two tickets to the AFBLC opening night reception
- Listing on sponsor poster(s)

(4) Helen Keller Achievement Awards Benefits

- Five VIP tickets to the HKAA
- Listing on event signage
- Listing on screen during event

LEADERSHIP CONFERENCE-ONLY SPONSORSHIPS

\$5,000 Nonprofit Sponsorship

- Two complimentary conference registrations
- Your organization's name in the Conference virtual program
- Your name on AFBLC promotional emails
- Acknowledgment on sponsor poster

\$1,500 Exhibitor Sponsor

- One (1) exhibit booth

\$395 Early Bird Individual Registration (\$450 after March 1)

HELEN KELLER ACHIEVEMENT AWARDS-ONLY SPONSORSHIPS

\$10,000 Sponsorship

- Ten VIP tickets to HKAA
- Your organization's name in the Conference virtual program
- Ad in the HKAA virtual program
- Logo on HKAA webpage
- Acknowledgment on sponsor poster

\$5,000 Sponsorship

- Five VIP tickets to HKAA
- Your organization's name in the conference virtual program
- Ad in the HKAA virtual program
- Logo on HKAA webpage
- Acknowledgment on sponsor poster

We look forward to your partnership and please feel free to contact

Amir Rahimi at 301-385-2277 or arahimi@afb.org with any additional

questions regarding sponsorships.