

Sponsorship Packet



**disABILITIES,
HEALTHY AGING &
INDEPENDENT
LIVING**

**WORLD OF
POSSIBILITIES
EXPO**

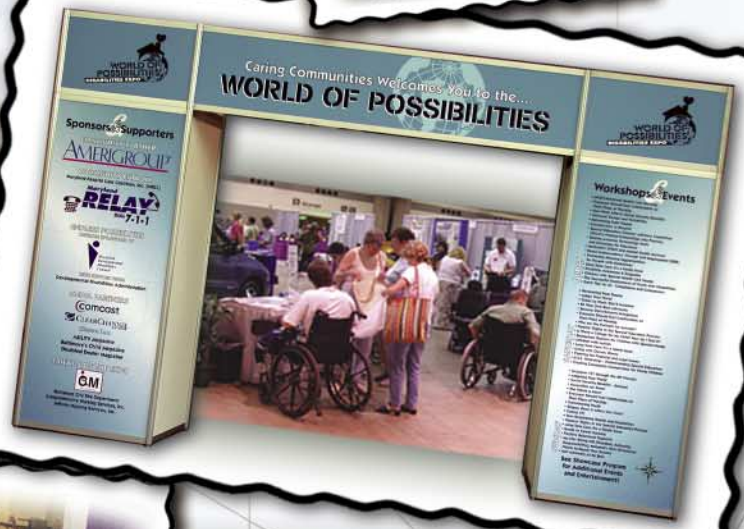


FREEDOM CONCEPTS



**CARING
COMMUNITIES**

Presents
The largest and most
anticipated Disabilities,
Senior & Caregiver
events in the Region
Featuring
Disability & Senior
Related Products,
Equipment and
Resources.



FREEDOM CONCEPTS



**Caring
Communities**
A 501 (C) (3) NON-PROFIT ORGANIZATION

Visit us online at
www.caringcommunities.org



World of Possibilities Expo

Presented by Caring Communities, Inc.

The Formula for a Successful Expo

MISSION STATEMENT

"...To offer disability-related training, education, publications, and events for the benefit of children and adults with disabilities, their families and caregivers, as well as healthcare and education professionals. Our efforts will enhance the quality of life regardless of the nature or severity of the disability; empower individuals with disabilities to achieve economic self-sufficiency and independent living and; promote inclusion to enjoy full participation in society."

WHO WE ARE

A nonprofit 501(c)3 organization with thorough knowledge of and experience in the local disabilities community. We have collaborated with hundreds of local agencies and organizations in MD, DC and VA. Because we have vested interested and vast experience in the disabilities community, we understand how to properly serve it and will bring this Expo back each year.

TARGET MARKETING/ADVERTISING

Marketing of this event will be done locally and nationally with upwards of 900 local agencies and national organizations, support groups and disability related businesses. In addition, our marketing plan includes TV, radio, newspapers, all social media platforms, email campaign, frequent submission of press releases, over 500 road signs, street banners and of course Free Expo passes distributed to all of the above to include supermarkets and local community gathering areas. Web exposure will include our website, www.caringcommunities.org, which features a World of Possibilities Link, highlighting information on the Expo, sponsors and exhibitors and offers FREE downloadable coupons. All of our promotional partners will also be advertising on their websites and giving out FREE tickets to their customers. Our website and all information related to the Expo will be included on all promotional material.



ONE-STOP SHOPPING

The Expo will host a wide array of the latest products and services representing assistive and adaptive technology, automotive, mobility, durable medical equipment, personal care, travel, computer, books, housing, and many other industries. Many additional incentives will also be offered to increase Expo participation, including:

- Informational Workshops for both direct service providers and consumers with varying disabilities.
- Interactive Demonstrations
- Clowns, Magicians, entertainment for everyone
- Celebrity Book Signings
- Dignitaries' visits and more!

FEATURES

Exhibitors from all around the state and country, local support groups, advocacy groups, self advocacy groups, and many other resources will be on the Expo floor. We will offer personal care assistants, sign language interpreters, wheelchair rentals and FREE wheelchair repair. Loads of Family Fun too!

We invite you to join us at this world-class event serving the Baltimore-Washington Corridor.



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OUR AGENCY SUPPORTERS



AbleArts, Inc.
Bear, DE

**Abilities Network/
Epilepsy Foundation of
the Chesapeake Region**
Towson, MD

**Advocates for Children
and Youth (ACY)**
Baltimore, MD

**American Academy of
Pediatrics MD Chapter**

**Arthritis Foundation,
Maryland Chapter**
Owings Mills, MD

Baltimore HealthCare Access
Baltimore, MD

Baltimore's Special Child
Baltimore, MD

Best Buddies Maryland
Baltimore, MD

**Brain Injury Association
of Virginia**
Richmond, VA

**Center for Technology
in Education (CTE)**
Johns Hopkins University
Columbia, MD

**Charles County
Public Schools:**
Early Intervention Program
LaPlata, MD

**Child Development
Resources (CDR)**
Norge, VA

**Children's National
Medical Center**
Washington, DC

**Commonwealth
Community Trust**
Richmond, VA

**Community Preservation
& Development Co. (CPDC)**
Washington, DC

Dance Abilities, Ltd.
Fairfax, VA

D.A.T.E.S.
(Differently-abled Adolescents
Together for Emotional Support)
Denton, MD

**Dept. of Human Services
Aging and Disabilities Services
Division**
Arlington, VA

DC Early Intervention Program
Washington, DC

**District of Columbia Speech-
Language-Hearing Assoc.**
Washington, DC

**Disabled Action Committee
(DAC)**
Dale City, VA

**F. B. Gwynn Early
Childhood Center**
LaPlata, MD

**Fort Detrick-Exceptional
Family Members Program**
Fort Detrick, MD

Independence Now
Riverdale, MD

**Infant & Toddler Connection
Fairfax - Falls Church
Community Services**
Fairfax, VA

Infinity Nursing Services
Beltsville, MD

Jewish Social Service Agency
Rockville, MD

Kennedy Krieger Institute
Baltimore, MD

**Making Choices For
Independent Living**
Baltimore, MD

March of Dimes
Maryland/DC Chapter

**Maryland Caregivers Support
Coordinating Council**
Baltimore, MD

**Maryland Department
of Aging**
Baltimore, MD

**Maryland Developmental
Disabilities Administration
(DDA)**
Baltimore, MD

**Maryland Developmental
Disabilities Council (DDC)**
Baltimore, MD

**Maryland Independent
Living Council**
Silver Spring, MD

**Maryland State Respite
Care Coalition (MRCC)**
Silver Spring, MD

Medic Alert
Salisbury, MD

**Montgomery County Infants
and Toddlers Program**
Rockville, MD

**Montgomery County
Health and Human Services**
Rockville, MD

**National MS Society
National Capital Chapter**
Washington, DC

**National Rehabilitation
Hospital**
Washington, DC

**Partners For Success
Maryland School for the Deaf**
Columbia, MD

**Partners for Success Center
Caroline County Public
Schools**
Denton, MD

**Parent Educational Advocacy
Training Center (PEATC)**
Springfield, VA

REM Maryland, Inc.
Towson, MD

**Services for the
Visually Impaired**
Silver Spring, MD

Special Olympics of Maryland
Columbia, MD

**St. John's
Community Services**
Washington, DC

Talbot County Public Schools
Easton, MD

TecAccess
Rockville, VA

The Arc of Maryland
Annapolis, MD

The Arc of Virginia
Richmond, VA

**The Autism Program
of Virginia**
Richmond, VA

The Coordinating Center
Millersville, MD

**The League for People
with Disabilities**
Baltimore, MD

**The Maryland Association of
Nonpublic Special Education
Facilities (MANSEF)**
Baltimore, MD

**The Virginia Autism
Resource Center**
Midlothian, VA

**United Cerebral Palsy
of Washington and
Northern Virginia**
Washington, DC

University Legal Services
Washington, DC

University of Baltimore
Baltimore, MD 21201

**Woodbine House-Publisher of
the Special Needs Collection**
Bethesda, MD

Yes I Can, International
Baltimore, MD

NATIONAL ORGANIZATIONS

**American Association of
People with Disabilities**

**Council for Exceptional
Children (CEC)**

**National Federation
of the Blind**

**National Inclusion
Research Institute**

**National Spinal Cord
Injury Association**

TASH

Caring Communities, Inc. • 1341 W. Liberty Road • Sykesville, MD 21784

Caring Communities, Inc. is a Non-Profit 501(c)3 organization.
A portion of your sponsorship may be considered a
tax-deductible contribution. Our tax ID number is: 52-208-9234.



YOUR SUPPORT...
 will bring needed services to the community
 and positive visibility and exposure for your organization.

**\$7,500
 COMMUNITY CHAMPION**

- Logo on cover of Expo program booklet
- Brochure/Flyer insert in all attendees bags
- Logo on Expo Entry Way
- Logo on event show bag
- Full page ad in Expo program booklet with Logo and listing as Community Champion
- Sponsor Listing on all press releases and newsletter articles
- Inclusion in all available newspaper, magazines, radio, and television advertising
- Brochure/Flyer insert in all attendees bags
- Free 30 second ad looped continually on two large screens throughout time of Expo
- 2 Premier 8x10 spaces in the rotunda with table, two chairs and signage
- Banner (provided by sponsor) displayed in common area
- Logo on all printed advertising and materials for attendees
- Logo and prominent listing as a Community Champion on World of Possibilities Expo website with hot link to your site and on all Digital Exposure
- 3 Boosted post on all Social Media Platforms

**\$5,000
 COMMUNITY IMPACT PARTNER**

- Sponsor name included in all printed materials for attendees, press releases, newsletter articles
- 1 Premium 8x10 Space in the rotunda with table, two chairs, and signage
- Sponsor's name on Expo entryway signage
- 2 Boosted Posts on all social media platforms
- Free 30 Second Ad looped continually on two large screens throughout time of Expo
- Brochure/Flyer insert in all attendee's bags
- 1/2 Page Ad in Expo program booklet
- Logo and listing as a Community Impact Partner in Expo program booklet
- Logo and prominent listing as a Community Impact Partner on World of Possibilities Expo website with hotlink to your website on all digital exposure locations

**\$2,500
 COMMUNITY SUPPORTER**

- 1 Premium 8x10 Space in the rotunda with table, two chairs, and signage
- Listing as a Community Supporter on World of Possibilities Expo website with hotlink to your site on all digital exposure locations
- Brochure/Flyer insert in all attendees bags
- 1/4 Page Ad in Expo program booklet
- Listing as Community Supporter in program booklet
- 1 Boosted Post on all Social Media Platforms
- Free 30 Second Ad looped continually on two large screens throughout time of Expo

**\$1,000
 FRIEND OF THE EXPO**

- Business Card Sized Ad in Expo program booklet
- Listing as Friend of the Expo on World of Possibilities Expo website with hotlink to your site
- Listing as Friend of the Expo in Expo program booklet

**Produced & Managed by
 CARING COMMUNITIES, INC.
 www.caringcommunities.org
 410-549-5707**



World of Possibilities Expo

Presented by Caring Communities, Inc.



Expo Location _____

Expo Date: _____

Yes, you can count on us.

We want to support the World of Possibilities Disabilities Expo by becoming a Sponsor.

All sponsorship requests will be considered on a first-come, first-selected basis. Please check the box next to the Expo you wish to sponsor. If you wish to be a sole sponsor of an event, or if you have other sponsorship ideas, please give us a call! Custom sponsorship packages are available. Let us work together to find a package that's right for you.

Please check level of sponsorship:

- \$7,500 Community Champion**
- \$5,000 Community Impact Partner**
- \$2,500 Community Supporter**
- \$1,000 Friend of the Expo**

For Official Use Only (Do not write in this space)

Date Rec'd: _____

Assigned Booth: _____

Check #: _____

Amount: _____

PO#: _____

Balance Due: _____

Balance Paid: _____

Check (made payable to: Caring Communities, Inc.) in the amount of \$ _____ is enclosed.

Purchase Order number is: _____. Please invoice us immediately for our selected sponsorship. Payment is due within 30 days.

In order to recognize your company properly as a **World of Possibilities Expo** Sponsor, please provide the following information:

Company/Organization _____ Division/Section _____

Contact _____ Email _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website: _____

Please send form back to:

Caring Communities, Inc. • 1341 W. Liberty Road • Sykesville, Maryland 21784
410-549-5707 • FAX: 410-549-6467

At a later date you will be required to fill out an exhibitor agreement.

Caring Communities, Inc. is a Non-Profit 501(c)3 organization. A portion of your sponsorship may be considered a tax-deductible contribution. Our tax ID number is: 52-2089234.



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Increase Your EXPOsure



ONSITE PROMOTION

OFFICIAL SHOW BAG (SPONSOR \$2500)

Your company logo appears on one full side of a High Quality 13x15x10 Reusable Bottom Insert Grocery Tote

SHOW BAG INSERTS

Your company's promotional information inserted into the official show bags. *(Exhibitor is responsible for printing costs of insert. Please contact us for size specifications.)*

\$200 Exhibitors \$425 Non-Exhibitors

PRODUCT DEMONSTRATION/ INFORMATION SESSION

Demonstrate your latest products or services to a captive audience in a 20 minute session conducted in a private workshop room. Advertised on the website, in the Main lobby and in the Expo Program Guide and 30 second commercial display on two large screens looped continually throughout day of the Expo.

\$500 per session Dates Preferred _____

ON-SITE BANNERS

Display your message to attendees in the common areas of the exhibit hall. *(Exhibitor is responsible for cost of production).*

Starting at \$1,000, depending on location.

BILLING INFORMATION

COMPANY _____

AGENCY (if applicable) _____

CONTACT PERSON _____

BILLING ADDRESS _____

PHONE _____

FAX _____

E-MAIL _____

P.O. NUMBER _____

TERMS: Payment in full due 90 days before start of event.

CARING COMMUNITIES

1341 W. Liberty Road
Sykesville, Maryland 21784

Phone: 410-549-5707 Fax: 410-549-6467

caringcommunities.org

Signature _____ Title _____ Date _____