



## **RAD Board**

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Barbara Hathaway

[www.deafRAD.org](http://www.deafRAD.org)

## **RAD Conference**

### **Chairperson,**

David Welker, Jr

### **Co-Chairperson**

Juan Bernal

### **Secretary**

Mari Negron



Dear Potential Business Sponsor,

Welcome to a potential opportunity to support LGBTQ Deaf, Hard of Hearing, Deaf-Blind, and community allies, through sponsorship of the 2017 Rainbow Alliance of the Deaf (RAD) Conference. It will be held in Ft. Lauderdale, Florida, from August 8th through 12th, 2017. This marks the 25th anniversary of biennial conference and the 40th anniversary of RAD. The RAD is proud to host this biennial conference, and it is the largest conference of its kind. Roughly 150 to 200 people are projected to participate in this exciting educational and cultural conference as part of RAD.

Your business has been recognized for its outreach to communities and this event is another opportunity for your business to connect with a new segment of potential customers: Deaf, Deaf-Blind, Hard of Hearing, and community partners. There are over 2.5 million Deaf and Hard of Hearing people living in the United States. Many are well educated, gainfully employed with commensurable salaries, and significantly involved with their communities.

We are looking for business sponsors to help support this important conference, either by participating in our sponsorship opportunities or placing an advertisement in our expanded program book. Attached please find detailed sponsorship options, on how your business can support the 2017 RAD Conference. A sponsor development representative will be contacting you for answering any question you may have regarding potential sponsorship opportunities. 2017 RAD Committee looks forward to working with you and your business.. For more advertising information, please feel free to contact us at this email address: **[sponsor@deafrad.org](mailto:sponsor@deafrad.org)**

RADly Yours,

*David Welker Jr*

*Chairperson of RAD 2017 Conference*

*Henry Carter*

*President of RAD*

RAD is a 501(c)3 nonprofit organization.

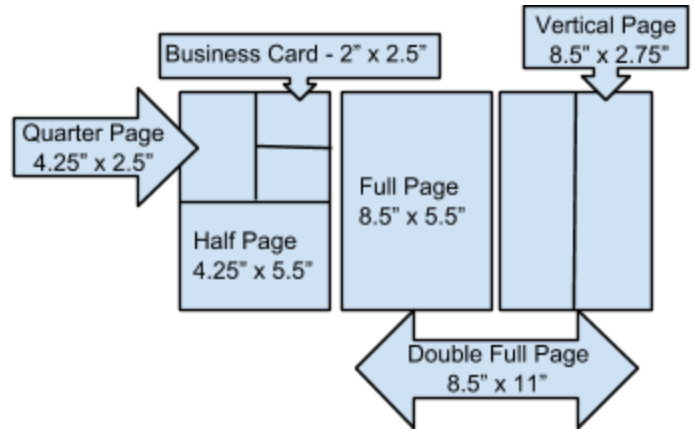
All contributions are tax deductible to the extent allowed by federal law.

Mail: Rainbow Alliance of the Deaf,  
c/o Barbara Hathaway, RAD Treasurer - PO Box # 1616, Langley; Washington 98260-1616.  
Email: [RADTreasurerBarbara@gmail.com](mailto:RADTreasurerBarbara@gmail.com)

Program Advertisements (AD)

| Pricing Structure    | Price | Width X Height |
|----------------------|-------|----------------|
| Vertical-Page AD:    | \$75  | 8.5" X 2.75"   |
| Business card AD:    | \$50  | 2" X 2.5"      |
| Quarter-Page AD:     | \$100 | 4.25" X 2.5"   |
| Half-Page AD:        | \$125 | 4.25" X 5.5"   |
| Full-Page AD:        | \$150 | 8.5" X 5.5"    |
| Double Full-Page AD: | \$200 | 8.5" X 11"     |

(see publication requirements below)



→ **Become a Sponsor:**

|   |  |  |
|---|--|--|
| <p><b>Gold Sponsor</b></p> <p>\$1,000 +</p> <ul style="list-style-type: none"> <li>• Conference website AD space. Conference web link</li> <li>• Program listing &amp; AD</li> <li>• Conference Banner AD</li> <li>• Reserved table for showcase Logo on Signage Boards</li> <li>• 2 Reserved Seats in Banquet</li> </ul> | <p><b>Silver Sponsor</b></p> <p>\$750 +</p> <ul style="list-style-type: none"> <li>• Conference website AD space Program listing &amp; AD</li> <li>• Reserved table for showcase Logo on Signage Boards</li> <li>• 1 Reserved Seat in Banquet</li> </ul> | <p><b>Bronze Sponsor</b></p> <p>\$500 +</p> <ul style="list-style-type: none"> <li>• Conference website ad space Program listing &amp; AD</li> <li>• Logo on Signage Boards</li> </ul> |
|---|--|--|

→ *Sponsor Benefits Explained*

- ◆ Conference website ad space:
  - Prominent logo will be displayed as a sponsor on the deafrad.org website.
- ◆ Conference website link:
  - Program listing & AD.
- ◆ Conference Banner ad:
  - Reserved table in showcase; Logo on Signage Boards; Reserved Seats in Banquet  
Your company link made accessible on Deaf RAD website; Prominent logo and advertisement in conference program.  
Logo listed as sponsor on registration banner and signage; Table provided in exhibitor showcase for company promotion A place for your company logo on Signage Board for company Promotion; Seats reserved for your company or your guests of choice. Tickets reserved for Deaf RAD show with your guests of choice.  
Publication Requirements.
- ◆ RAD 2017 conference Program Book is 8.5” tall and 5.5“ wide. The full page is 8.5” x 5.5”.
- ◆ Acceptable image formats are TIFF, PDF, EPS, Photoshop (PSD), or Illustrator (AI) in grayscale or CMYK modes.
- ◆ PDF is the preferred format for submission. Please include fonts. Image resolution should be at least 300 dpi.
- ◆ Ads too large will be shrunk to fit; shrinking may distort your image. We are not responsible for pixelated images.
- ◆ RAD 2017 conference recommends submitting artwork digitally by email at [sponsor@deafrad.org](mailto:sponsor@deafrad.org)

→ **Note: Deadline is July 1, 2017. All Ads must be submitted by 6 PM (EST).**

- ◆ No changes can be made after July 15, 2017 . All submitted insertion orders are binding agreements that we will reserve a spot for you in the indicated RAD 2017 Conference program book. Any ads not submitted by deadline will not be placed in the program book and you will be charged for the space that was reserved for your AD.