

# BUILDING PARTNERSHIPS 2018



Shaping Policy + Sharing Solutions + Strengthening Community



Be a Part of the Community!

**Building Partnerships** gives you an express **Connection** to the topmost decision-makers and buyers in the intellectual and developmental disabilities **Community**. And **Collaboration** with ANCOR opens avenues to increasing your sales and profitability.

ANCOR members are volume buyers of consulting and financial services, technology and housing supports, furniture and appliances, food and transportation and other necessities. They depend upon **Building Partnerships** to steer them to high quality products and services.

Make **Building Partnerships** a strategic component of your marketing plan and enjoy substantial advantages that only ANCOR can offer.

#### **Connect through ANCOR**

- Gain opportunities for lasting relationships with C-suite decision-makers and key purchasing personnel.
- Build high profile recognition of your company as a dependable, quality source.

#### **Communicate via ANCOR**

- Access a targeted audience of providers in need of your products and services.
- Experience distinctive visibility of your products and services before premium buyers.

#### **Collaborate with ANCOR**

- Enjoy robust promotions of your products and services at ANCOR events.
- Leverage affordable advertising and promotions to a target market.



# ANCOR SPONSORSHIP OPPORTUNITIES 2018

ANCOR offers its partners customized packages with a variety of options and we are always open to new ideas. We encourage you to craft the package that best suits you!

- Sponsorships are tied to ANCOR's 2018 Annual Conference in New Orleans, LA April 15 - 17. Unique opportunities are available there!
- Advertising in publications and branded emails.
- Articles in *LINKS*, ANCOR's member e-publication.
- Registration and exhibit space at the Annual Conference
- AND more—Craft a special customized package!

*The ANCOR Sponsorship Policy is available on [www.ancor.org](http://www.ancor.org). On the ANCOR home page, click on tab "About ANCOR" for the drop down menu, then click on "Partners" and then the "Sponsorship Policy".*

The following are just examples of the types of packages that can be customized in the **Building Partnerships** program. Again, we encourage you to work with us to find the best fit for your needs.

## Diamond Partner—\$50,000

# DIAMOND

- ANCOR's highest level could include some or all of the Platinum Partner benefits, as well as a specially tailored combination of other opportunities and your own ideas. Call Marsha Patrick at 703-535-7850 ext. 110 to design your **Diamond Partnership** package.

## Platinum Partner—\$30,000

# PLATINUM

Includes all of the Gold Partner benefits, as well as the following. *This is just a sample. Let's discuss and package it specifically for your company.*

- **Your Company's Profile** on ANCOR's Website with hyperlink to your Website. *Value: \$1,000*
- **Ad:** Skyscraper (125w x 295h) ad (x6) in *LINKS* (in lieu of Tile). *Value: \$5,400*
- **And articles** about your industry in *LINKS* (plan on 3). *Value: \$6,000*
- **ANCOR Conference**
  - *An additional Exhibit Booth* (Two total)
  - *Conference Promotions:* Company's name and logo noted as a Platinum Sponsor.
  - *Conference Program Guide:* Full-page, 4/c ad (in lieu of half-page).
  - *Five Minute Presentation* on your product or service to ANCOR Board of Directors and Board of Representatives.
  - *Five Minute Overview* of your company and introduction of a speaker at a major plenary session. *Value: \$20,000*

## Gold Partner—\$13,000

# GOLD

- **ANCOR Associate Membership** *Value: \$4,040*
- **Ad:** Tile (125w x 125h) ad (6x) in *LINKS*. *Value: \$3,600*
- **Articles** about your industry in *LINKS* (2x). *Value: \$4,000*
- **ANCOR Conference** Includes ANCOR's Annual Conference:
  - *Two complimentary registrations*
  - *Exhibit (one booth)*
  - *Conference promotions:* ANCOR sends out more than 10 email announcements to a list of over 5,000 for its annual conference. Your organization's name and logo will appear and be noted as a Gold Sponsor on specific ones.
    - *Conference Program Guide:* ANCOR distributes a program guide to each conference registrant. Your Gold sponsorship includes a half-page, 4/c ad in the guide.
    - *Coffee or Refreshment Break:* Co-sponsor a session break to gain additional exposure.
    - *One amenity* in conference registration bags
    - *Priority placement on ANCOR conference slides:* Your name and logo and designation as an ANCOR Gold Partner in nearly constant rotation in our main ballroom.
      - *Featured posts in ANCOR's mobile conference app:* Used widely by conference-goers before, during and after the annual conference.
        - *1-2 Minute Video* on your company to be played in rotation with other Gold partners during "down times" throughout the conference.  
*Total Value for Conference Visibility: \$9,000*
- **ANCOR Membership List** Access to over 1,400 private providers that service over a million people with disabilities. *Value: \$5,000*
- **Value added: Gold Partners Page**—ANCOR's Gold Partners page on the ANCOR website identifies Gold Partners, their expertise and contact information along with a hyperlink to their email addresses and websites.
- **And more**—conference preregistration lists, webinars, position on ANCOR's website and in email blasts for main conference.



## Here's what ANCOR members say about the Building Partnerships Program:

"ANCOR provides resources that are important for my agency, allowing us to find reliable, cost effective services and products through their partnerships and conferences."

—Jennifer Saunders,  
Liberty, NY

"When it comes to EPI's diverse needs, from staff to direct services, we look to ANCOR and its vendor partners for dependable products and services. We seem to always find the products and support we need."

—Chris Sparks,  
Exceptional Persons, Inc., IA

## ANCOR Partners Look to ANCOR:

"Scioto is honored to be a Gold Partner with ANCOR and has been a longtime supporter of ANCOR and its members. Through this partnership, Scioto has been able to successfully provide housing solutions to service providers and the people they serve across the nation for over 17 years."

—Mary Bea Eaton, Chief Executive Officer, Scioto  
—Gold Partner

"Medline's relationship with ANCOR, as both a Gold Partner and Shared Resources Purchasing Network partner, has allowed us to share our resources and programs as the largest provider of medical supplies for people with disabilities. We look forward to a long future partnership with ANCOR and their members by finding solutions in this changing healthcare environment."

—Shane Dearing, VP National Accounts, Medline Industries, Inc.  
—Gold Partner and Shared Resources Purchasing Network Partner

"We're honored to be the only ANCOR Platinum Partner, which allows us to support ANCOR members in new ways with the tools and training they need to increase compliance and improve service quality. We're proud to underwrite ANCOR's Direct Support Professional Recognition Awards for the fourth year in a row to help recognize the men and women who directly support individuals with I/DD and translate those tools into quality care."

—Greg Ives, Director of Strategic Partnerships, Relias Learning  
—Platinum Partner and Shared Resources Purchasing Network Partner

# ADDITIONAL OPPORTUNITIES

These are just a few opportunities that have worked well for our partners in the past. Please contact Marsha Patrick if you would like to hear more about being a part of:

1. The Annual Conference Program: Value \$1,000
2. Presenting the Conference Keynote Speaker Value: \$15,000 (subject to change based on speaker fees)
3. Host the Welcoming Conference Reception Value: \$15,000 (subject to change based on hotel F&B costs)
4. ANCOR Connected Community Kiosks Value: \$6,000
5. Conference Flash Drives: Value: \$5,000
6. Conference "Clings" Value TBD based on size and placement
7. Selfie sticks: Value: \$7,000
8. Conference Site Registration Bag Amenities: Value: \$750
9. Conference Agenda-At-A-Glance: Value: \$6,500
10. Audio Conferences and Webinars held throughout the year: Value: \$1,750 each

**Do you have your own ideas for an ANCOR Partnership? We'll work with you to tailor a special package!**

### Disclaimer:

ANCOR does not guarantee any vendor's products or services. ANCOR also disclaims any liability for the performance of or any damages arising out of a members' use of any of the vendors' goods or services.

**Strengthen Your Connections and give back to your Community through the**



In addition to the partnership ideas listed here, there are new and exciting opportunities to be a part of developing leaders who are committed to strengthening inclusive communities for people with disabilities, as well as a new national public awareness campaign that promotes inclusive communities for people with I/DD.

Expect to hear more in the coming months! All donations to the 501c3 Foundation are tax-deductible.



# ADVERTISING



**LINKS Publication:** Published five times a year, *LINKS* enjoys high satisfaction with ANCOR members, based on past surveys that have shown 89% of ANCOR members were very satisfied with *LINKS*. The majority of readers are the C-suite executives—the decision-makers! They look to *LINKS* as a source for public policy and leading practice information, and for finding out what's new and who's who in the industry.

Distribution is in virtual format to a subscriber list of over 5,000. *LINKS* has a forwarding rate of three readers per issue bringing the readership to almost 15,000. Ad space is at a premium and on a space availability basis—so get your order in early.



Ad sizes and specifications reflect the *LINKS* format:

**Advertising banner specs and rates for ANCOR's *LINKS*:**

Tile (125w x 125h) = \$600

Skyscraper (125w x 295h) = \$900

Reservation and submission deadline for each *LINKS* issue is the 12th of the month preceding month of publication.

### ANCOR Associate Membership

Entitled to all membership benefits, including a subscription to *LINKS*, but excluding voting rights.

Value: \$4,040 Company; \$1,385 Consultant

### Exhibit Booth Space at the 2018 ANCOR Annual Conference

Sheraton Hotel • New Orleans, LA • April 15-17\*

\* Exhibitors display April 15 and 16 only. Exhibit dates and hours (along with set-up and tear-down dates and hours) will be noted on the exhibitor registration form. Limited space available.

For the exhibitor registration form as well as specific details on floor plans and booths, please contact Jerri McCandless at [jmccandless@ancor.org](mailto:jmccandless@ancor.org) or call 703-535-7850, ext. 107.

ANCOR welcomes you as a Sponsor. Please check the box below to indicate your interest.

We will follow-up with more specific information.

**Diamond**

**Platinum**

**Gold**

**Miscellaneous Option**

Title of Sponsorship: \_\_\_\_\_

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

Details and values regarding partnership/sponsorships, exhibits and advertising are subject to change. Please call or email Marsha Patrick with your specific needs and questions (703-535-7850, ext. 110) or email [mpatrick@ancor.org](mailto:mpatrick@ancor.org). ANCOR reserves the right of review and refusal for all advertising material for *LINKS* and/or any of its conferences. Value prices for sponsorships are subject to change.

**About ANCOR** The American Network of Community Options and Resources is the national trade association representing over 1,400 private providers of community living and employment supports and services to more than a million individuals with disabilities. ANCOR successfully addresses the needs and interests of private providers before Congress and federal agencies. ANCOR provides organizational, professional, and leadership development and networking opportunities and services. In addition, ANCOR encourages providers to be effective stewards of their funds, employing leading practices in procurement and taking advantage of opportunities for savings from vendor partners. [www.ancor.org](http://www.ancor.org).

Please reply to Marsha Patrick, ANCOR, 1101 King Street, Suite 380, Alexandria, VA 22314-2944 or FAX 703-535-7860 • Phone 703-535-7850, ext. 110 • Email [mpatrick@ancor.org](mailto:mpatrick@ancor.org)

