



National Association of the Deaf

www.nad.org

To Whom It May Concern:

The National Association of the Deaf (NAD) will have its annual Youth Leadership Camp (YLC) on July 17 - August 11, 2020! The success of the YLC program not only lies in the strength of its multi-dimensional approach, creating a quality camp experience for deaf and hard of hearing youth, but also the support we receive from our sponsors.

Since 1969, the NAD YLC has been providing intensive educational leadership training for deaf and hard of hearing high school students. The NAD YLC, held at Camp Taloali in Stayton, Oregon, is a four-week summer camp program that focuses on leadership and advocacy through intellectual, emotional, and social development. Upon arrival at the NAD YLC, students are told they are not campers but leaders, which sets the stage for a transformative summer experience.

Without sponsors like you, the lasting impact and growth to the program and our leaders would not be possible. Your sponsorship will play an integral part this summer and ensure we continue this impressive tradition for years to come! Attached to this invitation is a list of sponsorship opportunities for your consideration.

With your sponsorship, the YLC program enables high school sophomores and juniors to acquire practical skills and knowledge as they become positive and effective leaders. These leaders also explore self-identity, enhance self-esteem and confidence, and build leadership and collaboration skills through hands-on activities. The NAD YLC incorporates 'learning by doing,' which has immediate and significant impact on the extracurricular development of deaf and hard of hearing youth. The NAD YLC also fosters communication and self-determination and gives our youth direction to achieve their personal and professional goals.

This highly popular program has graduated over 2,500 alumni in its 50 years of existence. Many of these alumni have become successful leaders and advocates for the deaf and hard of hearing community, including teachers, professors, lawyers, doctors, and business professionals. Every year, we provide an amazing once-in-a-lifetime YLC experience for 64 deaf and hard of hearing individuals from all over the nation. If you would like additional information about NAD YLC, please explore youth.nad.org/ylc or you can email me at chanel.bonheyo@nad.org.

Sincerely,

Chanel Bonheyo

NAD Director of Youth Programs



Sponsorship Levels and Opportunities

Scholarship Sponsor - \$5,000

- Recognition as official Leadership sponsor (full-page (7.5" h x 10" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)
- Your company's logo will be displayed as a cover image on the NAD Youth Program's Facebook page, during the months of July and August
- Your company's logo will be displayed on NAD Youth Program's website under Youth Leadership Camp on June 2020 - January 2021
- Presentation during the camp session; your presentation may promote your company but should focus mainly on leadership
- An opportunity to present during the Fireside Chat (in the evening by the campfire); you may promote your company during this time
- Your company will get applicants' contact information; applicants will have the choice to opt out of sharing their contact information
- Up to 3 sponsor-provided branded freebie(s) for distribution to youth and staff (recommend 80 items), subject to approval
- 2 social media post via Instagram with campers and staff wearing/using the branded freebies

Leadership Sponsor - \$3,000

- Recognition as official Citizenship sponsor (half -page (7.5" h x 4.75" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)
- Your company's logo will be displayed as a cover image on the NAD Youth Program's Facebook page, during the months of July and August
- Your company's logo will be displayed on NAD Youth Program's website under Youth Leadership Camp on June 2020 - January 2021.
- 1 approved sponsor-provided branded freebie for distribution to youth and staff (recommend up to 80 items), subject to approval
- 1 social media post via Instagram with campers and staff wearing/ using the branded freebies

Citizenship Sponsor - \$2,000

- Recognition as official Advocacy sponsor (quarter-page (3.5" w x 4.75" h) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)
- Your company's logo will be displayed as a cover image on the NAD Youth Program's Facebook page, during the months of July and August
- Your company's logo will be displayed on NAD Youth Program's website under Youth Leadership Camp on June 2020 - January 2021

Advocacy Sponsor - \$1,000

- Recognition as official Advocacy sponsor (quarter-page (3.5" w x 4.75" h) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)
- Your company's logo will be displayed on NAD Youth Program's website under Youth Leadership Camp on June 2020 - January 2021

General Sponsor- \$500 or less

- Recognition as official General sponsor in the YLC Digital Newsletter - JPEG logo provided by sponsor