



National Association of the Deaf

www.nad.org

2021 Virtual YLC Sponsorship Opportunities

Dear Sponsor:

As we deal with the challenges of 2021, the National Association of the Deaf (NAD) is preparing for its 52nd year of its renowned Youth Leadership Camp this summer! Due to the ongoing pandemic, this year's YLC will be virtual. The NAD is committed to hosting an engaging and educational camp experience to ensure that the deaf youth of today become the deaf leaders of tomorrow, and depends on your generous support to make this possible. This year's YLC will be online on July 5-17, 2021.

Since 1969, the NAD YLC has been providing intensive educational leadership training for deaf and hard of hearing high school students. In keeping with the tradition, this year's NAD Virtual YLC will entail an innovative program that focuses on leadership and advocacy through intellectual, emotional, and social development. During this virtual experience, we will tell deaf and hard of hearing youth – as we do during the in-person YLC – that they are not campers but leaders, initiating a transformative summer experience.

This highly reputable program has graduated over 2,500 alumni in its 52 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.

This year's virtual camp experience will include each camper and staff member getting a Virtual Swag Box full of goodies from you and the other sponsors! Please note that all swag items will need to be reviewed by chanel.bonheyo@nad.org before they are ordered and delivered. Once approved, please send 70 items of each novelty allowed by your sponsorship to the NAD Headquarters in Silver Spring, MD by June 1, 2021.

Suggested novelty items to consider (depending on your sponsorship level):

- Sports bottle or insulated tumbler (**limited to one sponsor only, on a first-claim basis**)
- [Personal sanitizing products.](#)
- [Bulk dough \(stress relief\)](#)
- [Bath bombs](#)
- [Headband Flashlight](#)
- [Flashlight](#)
- [Smores Kit](#)
- [Selfie ring light](#)
- Gift cards or digital gift cards

All Sponsors get the following benefits on **top** of their specific level benefits:

- Your company's logo displayed and linked on the YLC webpage from June to December 2021
- Your company's logo displayed as a cover image on the NAD Youth Program's Facebook page, during the months of June, July, and August 2021
- Sponsor-provided graphic (500x500) for NAD Youth Programs to post on social media before June 22, 2021
- NAD Youth eBlast in July recognizing all sponsors via logo display and link
- Your company's logo displayed in the JrNADmag issue, Winter 2021
- Sponsor-provided stickers for all participants in the Virtual Swag Box



Sponsorship Recognition Levels & Benefits

Scholarship Sponsor - \$5,000

- Recognition as Scholarship Sponsor with full-page [11" h x 8.5" w] PDF and JPEG ad (provided by sponsor) in YLC digital newsletter
- Presentation through Zoom; with a focus on leadership along with your brand promotion
- Includes sharing of campers' contact information for those that opt in to sharing.
- Up to three (3) sponsor-provided branded freebie to send to campers and staff, subject to approval
- Two Instagram postings by NAD YLC with campers and staff wearing/using the branded freebies
- Welcome remarks during the Virtual welcome event (either pre-recorded or live)
- Scholarship Sponsor's Logo will be displayed on the PPT at the start of every virtual event/class
- Sponsor provided video to be shown at the end of every virtual event/class, subject to approval

Leadership Sponsor - \$3,000

- Recognition as Leadership Sponsor with full-page (11" h x 8.5" w) PDF and JPEG ad (provided by sponsor) in YLC digital newsletter
- Up to two (2) sponsor-provided branded freebie to send to campers and staff, subject to approval
- One Instagram post with campers and staff wearing/using the branded freebies
- Leadership Sponsor's Logo will be displayed on the PPT at the start of every virtual event/class

Citizenship Sponsor - \$2,000

- Recognition as Citizenship Sponsor with quarter-page (5.5" h x 4.75" w) PDF and JPEG ad (provided by sponsor) in YLC digital newsletter
- One (1) sponsor-provided branded freebie to send to campers and staff, subject to approval
- Citizenship Sponsor's Logo will be displayed on the PPT at the start of every virtual event/class

Advocacy Sponsor - \$1,000

- Recognition as Advocacy Sponsor with quarter-page (5.5" h x 4.75" w) PDF and JPEG ad (provided by sponsor) in YLC digital newsletter
- Advocacy Sponsor's Logo will be displayed on the PPT at the start of every virtual event/class

Volunteer Sponsor - \$500

- Recognition as Volunteer Sponsor with quarter-page (5.5" h x 4.75" w) PDF and JPEG ad (provided by sponsor) in YLC digital newsletter