



**National Association of the Deaf**

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

Dear Generous Sponsors,

As we enter 2021, the National Association of the Deaf (NAD) is making preparation for its Youth Leadership Camp next summer! Based on positive reports about the vaccine, we are preparing to host the camp for two sessions this summer: June 22- July 15, 2021 and July 15 – August 4, 2021! The second session is to make up for the camp session that was to have taken place in 2020. We are also prepared to host a virtual camp if circumstances prevent the possibility of an in-person camp. The NAD is committed to ensuring that the deaf youth of today become the deaf leaders of tomorrow, and depend on your generous support to make this possible.

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, deaf and hard of hearing youth are told they are not campers but leaders, which sets the stage for a transformative summer experience.

With sponsors like you, the lasting impact and growth to the program and our leaders is made 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 students 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 an 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 reputable 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 (which will be double this year!) 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/](http://youth.nad.org/ylc/) or you can respond to this email.

Sincerely,  
Chanel Bonheyo  
[chanel.bonheyo@nad.org](mailto:chanel.bonheyo@nad.org)  
NAD Director of Youth Programs



## 2021 YLC SPONSORSHIP RECOGNITION LEVELS & BENEFITS

Given the uncertainty that an in-person camp experience may be allowed this year, this sponsorship package will offer opportunities for both in-person and virtual options. The final decision as to the type of camp being hosted this summer will be announced in March 2021.

If we chose the virtual route, we will be mailing a Virtual Swag Box to each camper and staff member. Please note that all of the swag will need to be reviewed by [chanel.bonheyo@nad.org](mailto:chanel.bonheyo@nad.org) before item production. Once approved, you will be notified how many items to send.

If we are able to host an in-person camp, your swag item(s) must arrive at Camp Taloali in Stayton, Oregon by June 15, 2021.

If we need to go with virtual option, your swag item(s) must arrive at the NAD Headquarters in Silver Spring, MD by June 1, 2021.

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

- [Personalized sanitized products](#)
- Sports bottle or insulated tumbler (**this item is limited to one sponsor only, first-claim basis**)
- [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 will be displayed YLC webpage with live link on June 2021 - December 2021
- Your company's logo will be 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 will be displayed in Jr.NADmag issue, Winter 2021
- Sponsor-provided stickers for all participants in the Virtual Swag Box



**Scholarship Sponsor - \$5,000**

<b>In-Person Camp</b>	<b>Virtual</b>
<ul style="list-style-type: none"><li>• Recognition as official Scholarship sponsor (full-page (11" h x 8.5" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li><li>• Presentation during the camp session; your presentation may share about your company but should focus mainly on leadership</li><li>• An opportunity to present during the Fireside Chat (in the evening by the campfire); you may promote your company during this time.</li><li>• Your company will get applicants' contact information (those who agreed to share their contact info); applicants will have the choice to opt out of sharing their contact information.</li><li>• Up to 3 sponsor-provided branded freebie(s) for distribution to youth and staff, subject to approval</li><li>• 2 social media post via Instagram with campers and staff wearing/using the branded freebies</li></ul>	<ul style="list-style-type: none"><li>• Recognition as official Leadership sponsor (full-page (11" h x 8.5" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li><li>• Presentation through Zoom; your presentation may promote your company but should focus mainly on leadership</li><li>• Your company will get applicants' contact information (those who agreed to share their contact info); applicants will have the choice to opt out of sharing their contact information.</li><li>• Up to 3 sponsor-provided branded freebie(s) for distribution to youth and staff, subject to approval</li><li>• 2 social media post via Instagram with campers and staff wearing/using the branded freebies</li><li>• Welcome remarks during the Virtual welcome event (can be pre-recorded or Live)</li><li>• Logo will be displayed on the PPT slide in the beginning of every virtual event/ class online</li><li>• Sponsor provided video to be shown at the end of every virtual event/ class online, subject to approval</li></ul>

**Leadership Sponsor - \$3,000**

<b>In-Person Camp</b>	<b>Virtual</b>
<ul style="list-style-type: none"><li>• Recognition as official Leadership sponsor (half-page (5.5" h x 8.5" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li><li>• Your company will get applicants' contact information (those who agreed to share their contact info); applicants will have the choice to opt out of sharing their contact information.</li><li>• Up to 2 sponsor-provided branded freebie(s) for distribution to youth and staff, subject to approval</li></ul>	<ul style="list-style-type: none"><li>• Recognition as official Leadership sponsor (full-page (5.5" h x 8.5" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li><li>• Your company will get applicants' contact information (those who agreed to share their contact info); applicants will have the choice to opt out of sharing their contact information.</li><li>• Up to 2 sponsor-provided branded freebie(s) for distribution to youth and staff, subject to approval</li></ul>



<ul style="list-style-type: none"> <li>1 social media post via Instagram with campers and staff wearing/using the branded freebies</li> </ul>	<ul style="list-style-type: none"> <li>1 social media post via Instagram with campers and staff wearing/using the branded freebies</li> <li>Logo will be displayed on the PPT slide in the beginning of every virtual event/ class online</li> </ul>
---	--

**Citizenship Sponsor - \$2,000**

In-Person Camp	Virtual
<ul style="list-style-type: none"> <li>Recognition as official Citizenship sponsor (quarter-page (5.5" h x 4.75" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li> <li>Your company will get applicants' contact information (those who agreed to share their contact info); applicants will have the choice to opt out of sharing their contact information.</li> <li>Up to 1 sponsor-provided branded freebie(s) for distribution to youth and staff, subject to approval</li> </ul>	<ul style="list-style-type: none"> <li>Recognition as official Citizenship sponsor (quarter-page (5.5" h x 4.75" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li> <li>Your company will get applicants' contact information (those who agreed to share their contact info); applicants will have the choice to opt out of sharing their contact information.</li> <li>Up to 1 sponsor-provided branded freebie(s) for distribution to youth and staff, subject to approval</li> <li>Logo will be displayed on the PPT slide in the beginning of every virtual event/ class online</li> </ul>

**Advocacy Sponsor - \$1,000**

In-Person Camp	Virtual
<ul style="list-style-type: none"> <li>Recognition as official Advocacy sponsor (half-page (5.5" h x 4.75" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li> </ul>	<ul style="list-style-type: none"> <li>Recognition as official Advocacy sponsor (full-page (5.5" h x 4.75" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li> <li>Logo will be displayed on the PPT slide in the beginning of every virtual event/ class online</li> </ul>

**Volunteer - up to \$500**

In-Person Camp	Virtual
<ul style="list-style-type: none"> <li>Recognition as official Leadership sponsor (half-page (5.5" h x 4.75" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li> </ul>	<ul style="list-style-type: none"> <li>Recognition as official Leadership sponsor (full-page (5.5" h x 4.75" w) PDF and JPEG advertisement - provided by sponsor - in YLC digital newsletter)</li> </ul>