

American Foundation  
for the Blind

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Inclusion Knows No Limits

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# AFB's Centennial Sponsorship Opportunities

As it has since 1921, AFB firmly believes that partnerships are vital to creating a world of no limits for people who are visually impaired. Our centennial offers a unique opportunity to partner with us in celebration and in affirmation of our shared commitment to make our world a more equitable one.

“Effective, large-scale change in the world can best be accomplished through alliances, partnerships, and collaborations,” says Kirk Adams, president and CEO of AFB.

**“As Helen Keller once said, ‘Alone we can do so little.  
Together we can do so much.’”**

That’s why AFB is pleased to collaborate with partners who share our vision for a future of no limits. By working with AFB, you are asserting your commitment to an inclusive society and a no limits future for people who are blind or visually impaired, [creating a culture of inclusion at work](#), at [school](#), and in our communities.

# Who We Are and What We Do

Since 1921, AFB has been a leader in creating a world of no limits for the nearly 25 million Americans living with vision loss. A national nonprofit, we champion access and equality, and stand at the forefront of new technologies and evidence-based advocacy. We address the most pressing needs of people with vision loss and their families, breaking down societal barriers and promoting broad systemic change.

A preferred partner for many multinational companies, AFB strives to achieve shared value in our programs. As a leader in the blindness field, we

- Expand and share knowledge through a variety of initiatives, including [original research](#) and our peer-reviewed [Journal of Visual Impairment & Blindness](#)
- Guide the creation of more accessible products, websites, and workplaces
- Advocate for better policies that promote accessibility and ensure equality and opportunity for people who are blind or visually impaired, including children and the increasing number of [older adults experiencing vision loss](#)—to ensure they get the services and resources that will help them remain independent
- [Convene leaders](#)—across our field and among business leaders, public officials, and other decision makers—to champion the development of legislation and best practices that provide equal opportunities for people who are blind or visually impaired
- Provide objective information and informed commentary concerning technology and visual impairment through our monthly publication, [AccessWorld® Magazine](#), and the latest in scholarly, peer-reviewed research through the [Journal of Visual Impairment & Blindness \(JVIB\)](#)

Our programs are making a difference:

- Our regional Employment Summits aim to eliminate barriers to hiring blind or low vision employees.
- Our new Blind Leaders Development Program is improving representation of people with vision loss at the highest levels of leadership, influence, and responsibility.
- Our Consulting team has vital experience in assisting companies with product development, workplace accessibility, and market research.
- Our Research team has the expertise to investigate the most pressing issues concerning blindness and low vision.

We partner with:

- Corporate foundations to co-design programs on the ground that bring about transformational change
- R&D and new product development teams to advise on innovative products that meet the needs of blind and low vision users
- Marketing teams on cause-aligned campaigns and licensing programs that leverage the power of our combined brands and consumer reach
- Government and corporate affairs teams on shared advocacy and communication strategies that seek to affect policy changes
- Industry coalitions on mutual areas of interest, particularly in the areas of diversity/inclusion, the older blind, equal educational opportunities for children who are blind, transportation, and employment
- Nonprofit organizations and universities to find and recommend research-based solutions for people who are blind or have low vision

The American Foundation for the Blind encourages partnerships with companies that share our values and goals. No matter the partner or the form of partnership, creating a world of no limits for individuals who are blind or have low vision is our number one priority. We invite you to join us in our mission.



## How You Can Partner with Us

Consider a sponsorship that will allow us to share our virtual gala and webinars with as wide an audience as possible and provide us with general operating support to meet our mission of creating a world of no limits for individuals who are blind or low vision.

## Whom Will You Reach?

Our 2020 Virtual Conference was a huge success, with nearly 4,500 people registered to attend the five Virtual AFBLC sessions (compared to our typical 400 conference attendees). In addition to the live attendance numbers, the archive pages ([afb.org/VirtualAFBLC](https://afb.org/VirtualAFBLC)) have seen over 16,000 pageviews since the date of what would have been the in-person conference. This targeted audience includes the leaders of the field—those who are the influencers, as well as the decision-makers for their organizations. Conference attendees include technology experts, corporate representatives, and university professors. They come from diverse organizations and institutions spanning the public and private sectors. Our virtual conference attendees came from across the nation and around the world. And because we value and prioritize accessibility for all, we ensure everyone who wants to participate can always do so, with subtitles, transcription, and audio description available for each virtual event.

In addition to our virtual gala attendees, you'll reach our dedicated readership and social media following—**roughly 146,000 followers across social platforms, and over 1 million website users annually**. *AccessWorld*® provides smart and informed commentary to over 50,000 users a month, and covers cutting-edge news and trends concerning information technology and visual impairment. Focus on AFB features updates on AFB's research, programs, and services, as well as a regular column called "What Does the World Look Like to You?" asking people who are blind or visually impaired to share their real-world experiences and employment journeys. Recent issues have featured AFB staff like [Dr. L. Penny Rosenblum](#), as well as entrepreneurs, authors, and scholars like [Dr. Chieko Asakawa](#) and [Erik Weihenmayer](#). The newsletter is distributed quarterly by print and email to over 40,000 recipients.

# Sponsorship Levels

## Centennial Changemaker – \$100,000+ (Limit 10)

### Diamond-level sponsor benefits PLUS:

- Receive an assessment of your workplace, product, or website from AFB Consulting
- Get a tailored in-person or virtual learning experience for your employees (on a topic such as “The Accessibility Landscape,” “Hiring and Retaining Talent with Disabilities” or “Mitigating Unconscious Bias”) led by our senior staff and subject experts.
- Have your video ad shared through our social media and during our centennial gala
- Be featured in our newsletter (mailed to donors and friends and available online) and on our podcast
- Include an opt-in for emails from your organization on our gala registration page
- Receive a custom Centennial Changemaker plaque and Web badge

## Diamond Sponsor – \$50,000+

### Platinum-level benefits PLUS:

- Be a named underwriter for each curated webinar, with your company name, logo, and URL prominently displayed
- Have a link to your accessible video ad from our centennial website
- Be featured in our newsletter (mailed to donors and friends and available online) OR on our podcast
- Provide content for our “Partner Showcase” in an issue of *AccessWorld*
- Have the opportunity to offer a virtual promotion item to registrants OR include an opt-in for emails from your organization on a webinar registration page

## Platinum Sponsor – \$25,000+

### Gold-level benefits PLUS:

- Display your banner ad on one email blast and an ad on our centennial website
- Have your logo and link on our sponsor page
- Get social media shout outs on our platforms (Twitter, LinkedIn, and Facebook)

## Gold Sponsor – \$15,000+

### Silver-level benefits PLUS:

- Display your banner ad on an email blast OR an ad on our centennial website
- Be featured in our press releases as a top sponsor
- Have your logo featured on our webinars and our virtual gala

## Silver Sponsor – \$10,000+

- Have your logo and link on our sponsor page
- Be listed as a sponsor on email blasts
- Have your logo featured on our webinars OR our virtual gala
- Submit your ad to be featured for three (3) months of your choice on our *AccessWorld* site

## Exhibitor Sponsorship – \$5,000+

- Have your logo and link to your company on our centennial website
- Provide a link to your accessible (audio described and captioned) video
- Submit your ad to be featured for one month of your choice on our *AccessWorld* site
- Provide sponsored editorial content on a product or service for our “Exhibitor Showcase” in an issue of *AccessWorld*



# Other Ways to Support Our Centennial

## Cause Marketing

More than 90% of consumers said they were likely to switch to a brand that supports a good cause, given similar price and quality, 92% said they would buy a product with a social or environmental benefit given the opportunity, and 67% said they had done so in the past 12 months. <sup>[1]</sup>

Cause-related marketing is not just an opportunity to make the world a better place. It serves genuine business goals, too. By joining with corporations that share a similar vision and goal, we are able to combine our areas of expertise and our consumer reach for mutual benefit. There are more than 20 million Americans who are blind or have low vision—and that number is increasing.

Ways to engage with us:

- Consider a special product design in honor of our centennial
- Offer a round-up to the nearest dollar amount option in your point of sale, with the change going to AFB
- Use the power of social media by offering a donation for each unique hashtag share or email sign up
- Provide an at-register campaign for consumers to donate in stores
- Host a unique in-person or online event or promotion

Some examples of our past cause marketing partnerships:

- L'Occitane offered a percentage of sales of select gift baskets during the holiday season, up to a \$100,000 value
- Allergan donated \$10 for every photo of eyes shared on social media accounts with the hashtag “EyePic”

## Employee Engagement

Rallying your employees around a common cause is an excellent way to boost morale, increase collaboration, and build a sense of community. Here are some ways you can help:

- Host a workplace giving campaign: Offering payroll deductions or providing a dedicated webpage for donations is an easy way to make a contribution.
- Provide an employer match for employee donations.
- Corporate skills-based volunteering: Our corporate partners have unique skill sets that can help AFB to grow and evolve. We benefit from pro bono consulting in areas such as business planning, marketing, legal support, and HR training.
- Plan a fundraising event: Hosting an event, such as a 5K, virtual “walkathon,” or hackathon can be an ideal way to foster some friendly workplace competition that benefits everyone.

The American Foundation for the Blind is also well positioned to help your employees by hosting an on-site “lunch and learn” or remote webinar with one of our experts. These informative and engaging events are offered on a number of topics, including “The Accessibility Landscape,” “Hiring and Retaining Talent with Visual Impairments” and “Mitigating Unconscious Bias.”

## Connect with Us

If you are interested in working with us to create a future of no limits, please contact Amanda Kolling, Senior Engagement and Brand Manager at [akolling@afb.org](mailto:akolling@afb.org).

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<sup>[1]</sup> <https://www.conecomm.com/news-blog/2013-global-csr-study-release>