2024 AFB Leadership Conference

LEADING IN THE DIGITAL AGE

September 23-25, 2024
Hyatt Regency Minneapolis | Minneapolis, MN
Thank you for your interest in sponsoring the 2024 AFB Leadership Conference at the Hyatt Regency in Downtown Minneapolis.

The American Foundation for the Blind creates equal opportunities and expands possibilities through advocacy, thought leadership, and strategic partnerships. Sponsorship at the AFB Leadership Conference not only provides you an excellent way to be visible at one of the leading conferences in the field of blindness and low vision, but it also affords you an opportunity to walk with us as we make our mission a reality for millions of Americans.
Leading in the Digital Age

This year’s theme is “Leading in the Digital Age.” Since the global pandemic of 2020, our world has been transformed. The digital revolution at the turn of our century has now solidified itself as the Digital Age, and with it brings a new paradigm for leadership. This year’s conference will bolster the knowledge and skills necessary to succeed in this constantly evolving landscape and convene thought leaders in the field with practitioners and supporters committed to driving forward a positive narrative of people who are blind or have low vision.

Location & Attendees

We are excited to hold this year’s conference in Minneapolis. The motto for this great American city is “Avant,” which is French for “Forward.” This motto plays a key role as we convene an anticipated 300-400 leaders and future leaders from every aspect encompassing the field, offering an engaging program that will look to the future of leadership impacting not just the millions of Americans who are blind, but the more than 42 million Americans who live life with vision loss each day.

Engagement Opportunities

Participation in the 2024 AFB Leadership Conference will not stop once we leave Minneapolis. AFB will continue to convene participants throughout the following year until we meet again in Washington, D.C. for the 2025 AFB Leadership Conference. Sponsors for this year’s event will receive multiple opportunities to continue engagement with the 300 - 400 participants joining us in Minneapolis. There will also be ample exposure across AFB’s digital channels of communication, which reach over 159,000 followers across our social networks, receive over 1,000,000 visits to our website, and directly reach over 80,000 through our email campaigns.

Sponsorship Benefits

The following breakdown of sponsorship opportunities is intended to serve as a guide for what your support of this year’s conference can bring to you and your organization. For questions pertaining to this year’s sponsorship opportunities, contact Ronak Patel, rpatel@afb.org.

If you wish to identify your institutions as a leader in the DEI field, strengthen your brand, and help your organization stand out, these premium-level sponsorships provide a pathway for meeting your goal.
2024 Sponsorship Opportunities

FLAGSHIP SPONSOR — $100,000

This premier opportunity includes maximum visibility throughout the 2024 AFB Leadership Conference including all plenary sessions and the AFB annual awards luncheon.

THIS TOP SPONSORSHIP LEVEL ALSO RECEIVES THE FOLLOWING BENEFITS:

Extended Public Recognition (March 2024 – September 2025)

- Two opportunities to participate on AFB’s “Inform & Connect” podcast
- Acknowledgments in 3 issues of AccessWorld Magazine (63,000 visitors monthly)

Pre and Post AFB Leadership Conference Promotions (July 2024 – July 2025)

- Underwriting sponsorship video embedded on www.AFB.org website (1 million annual visits)
- Banner ad in 2 pre-event email blasts (80,000 recipients)
- Link and logo on the www.AFB.org website
- Link and logo on the AFB Leadership Conference webpage
- Logo/listing in the AFB Leadership Conference email blasts (80,000 recipients)
- Listing in AFB Leadership Conference news release
- Social media shout out on Twitter, Facebook, LinkedIn & Instagram (159,000 followers)

On-Site AFB Leadership Conference Benefits (Sept. 21st – 23rd, 2024)

- Speaking opportunity during opening session
- Special thanks both verbally and with logo on-stage during each plenary session
- Space in demo room
- Two exhibit booths
- Opportunity to include item in Leadership Conference swag bag
- Logo on the Leadership Conference digital program
- Eight registrations for AFB Leadership Conference
- Logo on sponsor signage

For questions about sponsorship opportunities, contact Ronak Patel at rpatel@afb.org.
LEADERSHIP CIRCLE SPONSOR — $50,000

Each $50,000 opportunity includes the naming rights for a Leadership Conference breakout session Track, or the naming rights for the opening night reception during the AFB Leadership Conference:

ALL $50,000 LEVEL SPONSORS ALSO RECEIVE THE FOLLOWING BENEFITS:

Year-Round Benefits (July 2024 – July 2025)

- Opportunity to participate in the AFB podcast “Inform & Connect”
- Acknowledgments in 2 issues of AccessWorld Magazine (63,000 visitors monthly)

Pre & Post AFB Leadership Conference Promotions (July 2024 – July 2025)

- Link and logo on the www.AFB.org website
- Logo on the AFB Leadership Conference webpage
- Logo/listing in the AFB Leadership Conference email blasts (80,000 recipients)
- Listing in the AFB Leadership Conference news release
- Social media shout out on Twitter, Facebook, LinkedIn & Instagram (159,000 followers)

On-Site AFBLC Benefits (September 21st – 23rd, 2024)

- Announced as a sponsor during plenary sessions
- Space in demo room
- Exhibit booth
- Opportunity to include item in the Leadership Conference swag bag
- Logo on the Leadership Conference digital program
- Four registrations for the AFB Leadership Conference
- Logo on sponsor signage

For questions about sponsorship opportunities, contact Ronak Patel at rpatel@afb.org.
2024 Sponsorship Opportunities

OPPORTUNITY DRIVER SPONSOR $25,000

Each $25,000 opportunity includes the naming rights for one of the following assets during the AFB Leadership Conference. Please note, this is on a first come first serve basis:

- Day 1 Keynote Sponsor
- Day 2 Keynote Sponsor
- Conference App Sponsor
- Free Wi-Fi Sponsor
- Coffee Breaks Sponsor
- Networking Breakfast Sponsor
- Discussion Panel Sponsor

ALL $25,000 LEVEL SPONSORS ALSO RECEIVE THE FOLLOWING BENEFITS:

Year-Round Benefits (July 2024 – July 2025)

- Opportunity to participate in the AFB podcast “Inform & Connect”
- Receive acknowledgment in one issue of AccessWorld Magazine (63,000 users monthly)

Pre & Post AFBLC Promotions (July 2024 – July 2025)

- Logo on the AFB Leadership Conference webpage
- Logo/listing in the AFB Leadership Conference email blasts (80,000 recipients)
- Listing in the AFB Leadership Conference news release
- Social media shout out on Twitter, Facebook, LinkedIn & Instagram (159,000 followers)

On-Site AFB Leadership Conference Benefits (Sept. 21st – 23rd, 2024)

- Acknowledgement as a sponsor during plenary sessions
- Space in demo room
- Exhibit booth
- Include item in Leadership Conference swag bag
- Logo on the Leadership Conference digital program
- Three registrations for the AFB Leadership Conference
- Logo on sponsor signage

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2024 Sponsorship Opportunities

CHANGEMAKER SPONSOR — $15,000

Year-Round Benefits (July 2024 – July 2025)
• Receive acknowledgments on 1 issue of AccessWorld Magazine (63,000 visitors monthly)

Pre & Post AFB Leadership Conference Promotions (July 2024 – July 2025)
• Name listed on the AFB website
• Listing in the AFB Leadership Conference email blasts (80,000 recipients)
• Listing in the AFB Leadership Conference news release
• Social media shout out on Twitter, Facebook, LinkedIn & Instagram (159,000 followers)

On-Site AFB Leadership Conference Benefits (Sept. 21st – 23rd, 2024)
• Exhibit booth
• Include item in Leadership Conference swag bag
• Logo on the Leadership Conference digital program
• Two registrations for the AFB Leadership Conference
• Logo on sponsor signage

ALLIES SPONSOR — $10,000

Year-Round Benefits (July 2024 – July 2025)
• Receive acknowledgments on 1 issue of AccessWorld Magazine (63,000 visitors monthly)

Pre & Post AFB Leadership Conference Promotions (July 2024 – July 2025)
• Name listed on AFB website
• On-Site AFB Leadership Conference Benefits (April 20–21, 2023)
• Name on the Leadership Conference digital program
• One registration for the AFB Leadership Conference
• Listing on sponsor signage

For questions about sponsorship opportunities, contact Ronak Patel at rpatel@afb.org.