

2025 SELF-DIRECTION CONFERENCE: VIRTUAL SERIES

Sponsorship Prospectus

About the Conference

Applied Self-Direction hosts an in-person National Self-Direction Conference every other year. With interest in self-direction at an all-time high, we now offer a virtual conference series during the in-person "off-year" to reach a broader audience.

Not Your Average Virtual Conference

The 2025 Self-Direction Conference: Virtual Series is designed to overcome common virtual event challenges:

- **Flexible Schedule:** Weekly sessions every Wednesday throughout March and April, allowing attendees to participate without committing to lengthy blocks of time.
- **High-Quality Content:** Featuring the same caliber of sessions as our in-person conference, with an even wider array of speakers.
- **Accessible to All:** The entire series is FREE to attend, removing financial and travel barriers to participation.

Key Sponsorship Benefits

1. **Extended Exposure:** The series spans several weeks, providing prolonged visibility for sponsors.
2. **Broader Reach:** Advertised to our mailing list of over 5,600 contacts, far exceeding our in-person attendance of 500.
3. **Large Audience Capacity:** Each session can accommodate up to 1,000 attendees.
4. **Cost-Effective:** No additional travel, registration costs, or time out of office for your team to attend.

Previous Success

Our 2023 virtual conference series attracted over 4,400 registrants, including state employees, people with lived experience, and support brokers who typically can't attend our in-person events.

Why Sponsor?

- **Increased Visibility:** Premier and Diamond Sponsor logos featured in Applied Self-Direction emails.
- **Lead Generation:** Premier and Diamond Sponsors receive registrant information for each session.
- **Brand Exposure:** Unique opportunities to brand, market, and advertise to our largest audience.
- **Industry Leadership:** Support the advancement of self-direction and associate your brand with innovation and meaningful conversations between the self-direction community.
- **Scholarship Support:** Percentage of your sponsorship will help cover the travel costs for a person who self-directs to attend our 2026 in-person conference.

Next Steps

Join us in making the *2025 Self-Direction Conference: Virtual Series* a success. Your support is crucial in advancing self-direction and reaching a broader audience than ever before. Contact casey@appliedselfdirection.com today to discuss sponsorship opportunities.

Sponsorship Levels

Premier: Headliner Sponsor \$10,000 (2 available) – SOLD!

Become the elite sponsor for an entire month of the conference series, gaining unparalleled visibility and recognition.

Exclusive Benefits:

- **Headline Status:** Your organization acknowledged verbally and visually during each session in your designated month. Your logo in the Zoom waiting room prior to each session throughout your designated month.
- **Top Billing:** Listed first on all conference materials as a headliner sponsor.
- **Prime Website Placement:** Prominently featured on our conference webpage.
- **Premium Email Placement:** Your logo showcased at the top of all conference and general mailing list emails during your designated month, reaching over 5,600 individuals. Other sponsors are listed at the bottom of the emails.
- **Prominent Branding:** Your organization logo prominently featured on all conference materials, including session slides.

Lead Generation and Marketing Opportunities:

- **Comprehensive Contact List:** Receive contact information for all session registrants. The 2023 series attracted over 4,400 registrants!
- **Social Media Spotlight:** Two custom posts on Applied Self-Direction's LinkedIn account during your sponsored month, featuring your chosen images or videos.
- **Direct Communication:** Contribute up to 200 words in a post-series email sent to our 5,600+ mailing list subscribers.
- **Scholarship Support:** A portion of your sponsorship will help cover the travel costs for a person who self-directs to attend our 2026 conference.

The Headliner sponsorship is a powerful way to elevate your brand, engage industry leaders, and drive meaningful conversations in the self-direction community. As a Headliner Sponsor, your organization takes center stage for an entire month, becoming an integral part of the conference experience.

Premier: Graphic Recording \$8,000 (up to 5 available)

This fun and memorable sponsorship provides a graphic recording for one session of the 2025 *Self-Direction Conference*.

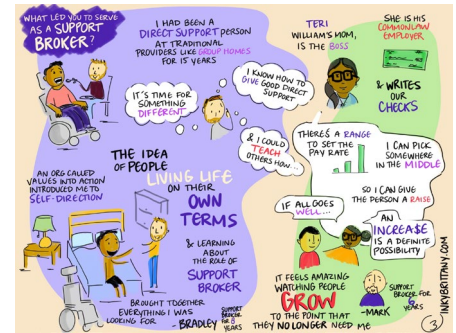
Unique Features:

Professional visual recording of one session with your organization's logo included on the graphics.

Graphic recording shared with our general mailing list, posted on our website, and promoted on social media.

Sponsorship Benefits:

- Your organization listed prominently on our conference webpage.
- Your logo included on all conference and general mailing list emails (sent to over 5,600 individuals).
- Your organization listed on all conference materials, including session slides.
- Contact information for all session registrants (2023 series yielded over 4,400 registrations).
- One social media post from Applied Self-Direction's LinkedIn promoting the graphic recording.
- Inclusion in a post-series email to our 5,600+ mailing list subscribers, featuring up to 200 words from your organization.
- A portion of your sponsorship will help cover the travel costs for a person who self-directs to attend our 2026 conference.



Graphic recording is a dynamic way to document conference sessions, engage participants, harvest critical feedback, and optimize a group's time together. Graphic recordings from our previous sessions have always been a highlight of the conference and our most shared content on social media!

2025 Self-Direction Conference: Virtual Series Sponsorship Levels

	Premier Sponsorships		Diamond	Emerald	Sapphire
	Headliner- SOLD!	Graphic Recordings			
Available Sponsorships	2	5	Unlimited	Unlimited	Unlimited
Cost	\$10,000	\$8,000	\$5,000	\$3,000	\$1,500
Logo on conference website	Prominent placement	Prominent placement	Included	Included	Included
Percentage of your sponsorship to help cover the travel costs for a person who self-directs to attend our 2026 conference	Included	Included	Included	Included	Included
Registrant contact information	Included	Included	Included		
Logo on all general mailing list emails	Prominent placement	Included			
Logo on conference slides	Prominent placement	Included			
Sponsored post on ASD's LinkedIn account	2 posts with the graphic recording or videos of your choice	1 post with the graphic recording			
Inclusion in an email at the series conclusion	Up to 200 words written by your organization	Up to 200 words written by your organization			
Acknowledged during session remarks	Each session during your designated month	The session you sponsor			

Contact Casey Sanders at casey@appliedselfdirection.com with any questions or to select the sponsorship package that's best for your organization.