

2023 CORPORATE MEMBERSHIPS



**United Spinal
Association**

		PLATINUM \$150,000+	GOLD \$100,000	SILVER \$50,000	BRONZE \$25,000 (PICK FIVE)	EXECUTIVE \$10,000 (PICK TWO)	PREMIER \$5,000 (PICK ONE)
EVENTS	CORPORATE ADVISORY COUNCIL SEAT	INCLUDED	INCLUDED	INCLUDED	INCLUDED		
	ROLL ON CAPITOL HILL (JUNE 19-21, D.C.)		KEY INTRO	•	•	•	•
	WELCOME RECEPTION & EXPO						
	AWARDS RECEPTION - CAPITOL HILL	KEY INTRO		•	•	•	•
	STRONGWHEELED TOGETHER CONF.(OCT 19-21, NV)						
	WELCOME RECEPTION & EXPO	KEY INTRO	•	•	•	•	
VIRTUAL COMMUNITY OUTREACH	AWARDS DINNER	•	•	•	•	•	
	MEMBER EVENT (VIRTUAL – NOVEMBER)	•	•	•	•	•	•
	ADVOCACY SERIES SPONSOR	•	•	•	•	•	•
	UNITED ON WHEELS PODCAST						
	CO-PRESENT	•	•				
	SPONSOR	•	•	•	•		
STRATEGIC MARKETING	VIRTUAL PROGRAMMING PRESENTATION	•	•	•	•		
	INCLUSIVE EMPLOYMENT OUTREACH	•	•	•	•	•	•
	READY TO ROLL KITS (2K)						
	BROCHURE OR PRODUCT INCLUSION	•	•	•	•	•	•
	NEW BEGINNING BACKPACK SPONSOR	•	•	•	•	•	•
	NEW MOBILITY MAGAZINE (98K CIRC)						
E- MARKETING	MEMBER HIGHLIGHT	3x	2x	1x			
	FULL PAGE ADVERTISEMENT (PREM. POSITION)	•	•	•	•	•	•
	SPONSORED CONTENT	•	•				
	DIRECT MAIL SEND (TARGETED)	•					
	CHAPTER IN-SERVICE/EVENT						
	ENGAGE 3 CHAPTERS	•	•	•	•	•	
PROGRAMS	CHAPTER CALL PRESENTATION	15 MIN.	10 MIN.	5 MIN.			
	SURVEY & RECRUITMENT OUTREACH	•	•	•	•	•	•
	CHAPTER, MEMBER, AND NEW MOBILITY NEWSLETTER CONTENT	3x	2x	1x			
	MEMBER BENEFIT	•	•	•	•	•	•
	FACEBOOK / TWITTER / INSTAGRAM (72K REACH)	12x	9x	6x	3x	3x	3x
	UNITED SPINAL PROGRAM SPONSORSHIP						
	NON-EXCLUSIVE	•	•	•	•	•	•
	PATHWAYS TO EMPLOYMENT (2 HR) CONSULT	•	•				

All Corporate Members of United Spinal will receive the following:

- **LOGO RECOGNITION** on a corporate partner page in New Mobility Magazine's bi-monthly print & digital editions (98K circ.)
 - **COMPANY LOGO AND LINK** on our United Spinal Corporate Membership page
 - **BASIC LISTING** on United Spinal's Product and Service Directory

CONTACT

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2023 CORPORATE MEMBERSHIP OVERVIEW

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Partnerships & Strategic Market Access: Please review the exciting opportunities to elevate your brand and products, create an important alliance, and build trusted relationships within the mobility disability community. United Spinal Association's Corporate Membership offers elevated exposure and optimal access to our vast network of wheelchair users and outreach platforms to empower our members and SCI/D stakeholders. As a national 501(c) (3) nonprofit membership organization and over 75 years strong, our mission is dedicated to enhancing the quality of life for 5.5 M wheelchair users in the U.S. including individuals living with spinal cord injuries and disorders (SCI/D), mobility disabilities, and veterans, providing support and information to loved ones and care providers. By partnering with us, your objectives in marketing, government affairs, corporate social responsibility, diversity/inclusion, and human resources can be achieved. We look forward to a meaningful partnership with you!

2023 Corporate Membership Overview

UNITED SPINAL BY THE NUMBERS

45+ United Spinal Chapters | **60,000** United Spinal Members

5.5 Million Wheelchair Users

535 Peer Mentors | **107** Rehabilitation Hospitals & Organizational Partners

200 Support Groups Partners | **100K+** Visits per Month at UnitedSpinal.org/Resource Center

92K Followers Social Media Outlets Facebook, Twitter, Instagram & LinkedIn

63K Combined Opt-in Subscribers to United Spinal and New Mobility E-newsletters

98K Combined Monthly Circulation United Spinal's New Mobility Magazine

ALLIANCES

CORPORATE ADVISORY COUNCIL (CAC) SEAT

Comprised of companies deeply committed to inclusion and accessibility from a diverse array of industry sectors, CAC members enjoy turnkey D&I engagement focused on the mobility disability sphere. Participation includes invitations to attend two in-person meetings per year, elevated access to our leadership which enhance partnership opportunities to meet your business objectives, and virtual programming where CAC members gain unique disability and mobility consumer and patient insights. Signature events include Roll on Capitol Hill – Advocacy Series – Future of Work – Chapter Leadership Meeting. <https://www.unitedspinal.org/corporate-advisory-council/>



2023 Corporate Membership Overview

EVENTS



ROLL ON CAPITOL HILL (ROCH), June 19-21 – The Mayflower Hotel, Washington D.C.

United Spinal's Association's signature policy event held in Washington, D.C. offers a unique and exclusive opportunity for access, visibility, and engagement with United Spinal's key influencers – advocates representing our 45 chapters, caregivers, clinicians, and stakeholders from a variety of sectors.

The event strengthens the voice of our community and ensures all people with disabilities have a seat at the table to discuss policies that impact their quality of life and independence.

Roll on Capitol Hill Sponsorship Includes (2) invitations to attend:

- Networking Session, Keynote Address and Welcome Reception
- Sponsor Expo, Empowerment Sessions, Policy Focus + Group Prep
- Congressional Hill Visits, Congressional Awards Reception
- Interactive Policy Sessions, and Wrap-up

Roll on Capitol Hill Sponsorship Visibility & Exposure:

- Logo/sponsor recognition on our Roll on Capitol Hill landing page
- Logo recognition on all print + digital signage at the event
- Print advertisement in the Roll on Capitol Hill program booklet
- Logo recognition in the Roll on Capitol Hill, and Congressional award program booklets
- Brochure, or lightweight branded item in registration bags
- Logo listing in the July/Aug issue of New Mobility Magazine recognizing Roll on Capitol Hill sponsors by level of partnership
- Booth space at our 15-table sponsor expo offering advanced networking with advocates, stakeholders, and sr. leadership and staff



2023 Corporate Membership Overview

EVENTS (Cont'd)



STRONG WHEELED TOGETHER CONFERENCE October 19-21 – Paris Hotel, Las Vegas

The StrongWheeled Together (SWT) Conference offers an outstanding opportunity for significant brand visibility among United Spinal's large national consumer group of wheelchair users. The three-day event includes a 15-table expo, formalized structured sessions, networking, awards dinner and expanded programming to engage with chapter leaders from our 45+ chapters, peer mentors, clinicians, tech access council members, United Spinal's leadership, board members and corporate peers. This is a one-of-a-kind chance to gain DEI insights and takeaways regarding disability inclusion that will have a impact on your business goals.

Sponsor Recognition:

- Sponsor recognition on StrongWheeled Together campaign landing page
- Sponsor acknowledgement before, during, and after main meeting and dinner programming
- Sponsor recognition (logo) on all digital and printed event materials
- Logo recognition in SWT program booklet that will be given to all attendees (approx. 250)
- Brochure or small branded item/product in registration bags (100 total)
- Logo listing on StrongWheeled Together sponsor page in the Nov/Dec issue of New Mobility Magazine (98K circulation)
- StrongWheeled Together Awards Dinner (2 tickets)
 - Dinner, open bar, keynote speaker and awards ceremony
 - Award winners, stakeholders, Sr. Leadership and staff, board members, community members, chapter leaders, caregivers, family members, and clinicians will be in attendance

Conference Participation:

Oct 19, 2023 (6pm-8pm)

- Opening StrongWheeled Together Keynote & Conference Reception
- Meet with chapter leaders, community members, clinicians, and other stakeholders
 - 2 invitations to attend

Oct 20, 2023 (8am-5:15pm) - Conference and (7pm-9pm) - Awards dinner

- Corporate Advisory Council Meeting, Main Meeting participation and Sponsor EXPO
 - All-day exhibit space in the main meeting with room with direct access to participants
 - Invitations to participate in Networking breakfast, lunch & learn and main meeting sessions which include information tracks pertaining to workplace scenarios, peer mentoring, chapter networks, technology, and hospital engagement

Oct 21, 2023 (8:00am-12:15pm)

- United Spinal Program Showcase Breakfast & Closing Session
- Breakfast, Programming Highlights, Breakout and Closing Sessions



2023 Corporate Membership Overview

VIRTUAL COMMUNITY OUTREACH



UNITED ON WHEELS PODCAST

United on Wheels podcasts topics vary and the yearly schedule is available upon request. Additional podcast topics can be considered

based on the subject. All podcasts are archived here: <http://unit-edonwheels.blubrry.net/>. Average number of registrants: 800, and average views from archived videos: 6,000

Sponsor opportunity: Receive a sponsor mention at the beginning and end of one chosen podcast and submit a 150 words max script highlighting a product or service directing listeners to your organization's website for additional information. The product or service being promoted should be tailored to our membership community (wheelchair users with mobility disabilities, spinal cord injury & disorders) or it could pertain to something relevant to the podcast topic.

Co-present opportunity, \$100K+ level: Podcast is an interview format and company to provide a speaker and talking points to develop session. Focus is to inform and empower the disability community to achieve personal fulfillment and independence.



ANNUAL MEMBER CELEBRATION (VIRTUAL), NOVEMBER 2023

Sponsor to be a part of our exciting community-wide event and annual campaign to showcase the strength of United

Spinal's members, wheelchair users living with mobility disabilities, from every corner and intersection of society. Be StrongWheeled Together with us to support the disability community when it comes together to achieve goals; demonstrate how United Spinal's resources and support empowers people to live the lives they choose; and raises awareness on the benefits of diversity, equity and inclusion in helping people with disabilities discover greater independence. Rolling Sponsor recognition.

The campaign reaches out to over 5.5 million U.S. wheelchair users, United Spinal's 60,000 members and its expanded network of veterans, caregivers, clinicians, and disability stakeholders

ADVOCACY SERIES SPONSOR (VIRTUAL)

The Advocacy Series consists of two virtual events (March and September) including a Virtual Advocacy Day (virtual Congressional meetings) highlighting United Spinal's advocacy, policy and program priorities with important updates and calls to action. Attendees include individuals with disabilities from United Spinal's membership, chapter and advocacy network and beyond including more than 1,400 registered advocates across all 50 states along with champions and allies across the disability community from both the public and private sectors as well as Federal and Congressional partners. Events and accompanying materials will be promoted pre-event and archived.

Sponsorship includes:

- Sponsor acknowledgement at the beginning and end of each virtual event
- Recognition on [advocacy series landing page](#)
- Quarterly content in United Spinal's advocacy newsletter (30K) reach



INCLUSIVE EMPLOYMENT OUTREACH

Gain visibility for your employment opportunities targeting talent with disabilities reaching United Spinal's large network of

60K members, 45 chapters and 180 support groups nationwide. Provide link to job opportunities and as applicable, a point of contact email for further inquiry to prioritize applications from the disability community.

Job opportunities will be optimized and prioritized through:

- "Employer Partner" Logo listing on Pathways to Employment landing page and on all print and digital resources, linked to your job opportunities.
- Job links featured on Pathways to Employment's virtual programming
- United Spinal (monthly) and Chapter newsletters (quarterly) 36K opt-in subscribers
- Distribution on quarterly internal virtual Chapter Leader meetings, 45 chapters nationwide
- One social media post across United Spinal's social media channels, combined 92K followers

VIRTUAL PROGRAMMING & SPONSORSHIP PRESENTATION

Sponsor acknowledgement (with logo on slide as applicable) at the beginning and end of one virtual session, and one 2-minute pre-recorded or live presentation. Choose from the following virtual programming reaching our United Spinal members, primarily wheelchair users, and extended disability network. (dates/times are TBD for 2023)

TechTalks (bi-monthly) – Informal virtual discussion among United Spinal members and its Tech Access Group of influencers discussing accessible tech tips and tricks. TechTalks are archived [here](#).

Resource Center Live (monthly) – Virtual event engaging United Spinal members to encourage an open dialogue, covering a wide variety of topics such as relationships, mental health self-advocacy, and travel.

Pathways to Employment (quarterly) - Virtual sessions targeted to talent with disabilities, primarily wheelchair users, to foster job readiness and opportunities, including securing benefits while employed. Sessions will be archived [here](#).

2023 Corporate Membership Overview

STRATEGIC MARKETING

READY TO ROLL KITS:

As part of United Spinal's Emergency Preparedness program, 2,000 Ready to Roll kits will be distributed through our chapter network and hospital partners in 2023. The kits provide emergency essentials with the goal of encouraging wheelchair users, people with disabilities and their loved ones to plan for and lessen the devastating effects and risks associated with natural or human-caused disasters, particularly in underserved and in rural areas. One approved product or brochure relevant to disaster preparedness can be inserted in each Ready to Roll kit.

CHAPTER IN-SERVICE/EVENT

Strategically present your product or service to our chapters, or attend local chapter events. Strategically present your product or service to our chapters or attend local chapter events (in-person or virtual). Gain valuable insights on the needs of wheelchair users as patients and consumers. See our growing roster of 45 chapters nationwide: <https://united-spinal.org/support/chapter-network/>

MEMBER HIGHLIGHT

Business card ad which includes copy, image, and website link in New Mobility Magazine, highlighting your accessibility/disability product, service, or diversity accomplishments as part of your corporate priorities. Editorial Calendar available upon request. (98K circ)

NEW MOBILITY MAGAZINE

New Mobility Magazine is United Spinal's bi-monthly print and digital membership publication, with a combined circulation of 98,000 (print + online). New Mobility Magazine is the premier lifestyle magazine for people with mobility issues. The editorial calendar includes product reviews, medical advancements, travel, employment, and sexuality and is the longest running and only magazine of its kind dedicated to people with disabilities - particularly United Spinal members with spinal cord injuries and disorders

FULL PAGE ADVERTISEMENT (PREMIUM POSITION) IN NEW MOBILITY MAGAZINE

Advertisement in the print & archived digital issue of your choice. Editorial calendar available upon request



NEW BEGINNING BACKPACKS:

Annually, 5,000 backpacks and luggage tags are distributed to newly injured spinal cord injury patients through our chapter network and partnering rehabilitation hospitals nationwide. Luggage tags include a QR code directing individuals to our "new beginning" resource page.

Sponsorship includes:

- Sponsor resources on New Beginning landing page includes: website, product page, videos, contact information, resources, and special offers
 - Additional promotion of "New Beginning" welcome page/QR code at all Abilities Expos
- **Additional sponsorship opportunities are available which include product and/or brochure inclusion and logo recognition on backpacks and luggage tags. Space is limited. Please acquire within.

2023 Corporate Membership Overview

STRATEGIC MARKETING (Cont'd)

TARGETED DIRECT MAIL SEND

United Spinal will send your direct mail piece to a targeted and customized selection of individuals with disabilities. Over 13,000 names in our database.

SURVEY & RECRUITMENT OUTREACH

Position your survey, study or recruitment opportunities through our e-marketing platforms. Outreach includes 3 social media posts across United Spinal and New Mobility platforms, copy and link in one advocacy and chapter newsletter, listing on survey/study page: <https://unitedspinal.org/surveys/> and one month banner and button advertisements on www.newmobility.com attracting over 1M impressions targeted to the disability community, primarily wheelchair users living with spinal cord injury and neurological disorders, paralysis and mobility disability. Survey design guidance provided to ensure disability awareness and best practices to enhance outcomes.

CHAPTER CALL PRESENTATION

Opportunity to present your organization, product, or service to our chapter leaders on a quarterly chapter call (5-minute presentation). Presentations can be live, or pre-recorded. All chapter calls are archived on our chapter portal.

SPONSORED CONTENT

Sponsored content spready in one bi-monthly issue of New Mobility Magazine's print and digital edition (98K circ.). Up to 1,000 words and photos. Subject to light editing



2023 Corporate Membership Overview

E-MARKETING

CHAPTER, MEMBER, AND NEW MOBILITY E-NEWSLETTER CONTENT (OPT-IN-EMAILS)

Engage with members, chapters, and the disability community. Content should be relevant to our community. May submit 30-60 words of content plus a clickable URL.

- Quarterly chapter newsletter to 45 chapters and members
- Monthly United Spinal member newsletter (36K)
- Bi-monthly New Mobility newsletter (30K)

FACEBOOK / TWITTER / INSTAGRAM

Expand community outreach – Both United Spinal and New Mobility platforms provide a powerful and active social media presence. Combined reach of 92K social media followers.

MEMBER BENEFIT

Opportunity to offer a special benefit to United Spinal members. Benefits will be listed on United Spinal's membership page, united-spinal.org/join-united-spinal-association, sent to all new members upon registration, promoted via newsletters, social media, and at our two signature in-person events.

PROGRAMS

UNITED SPINAL PROGRAM SPONSORSHIP

Align your company brand and CSR objectives with United Spinal. Choose to underwrite a program from the roster of our vital and robust programs and services dedicated to serving our members who are primarily wheelchair users, veterans, and all individuals with mobility disabilities. Logo listing on program landing page and on all applicable print and digital materials.

PATHWAYS TO EMPLOYMENT

The Pathways to Employment program offers a training presentation and curriculum designed for hiring managers, recruiters, human resources and executive leadership that provides guidance and resources related to the recruitment and onboarding processes to ensure staff is aware of legal considerations, helpful information on interacting with people with disabilities, tips for successful interviews and accommodation request assistance. Session time is 2 hours and choose from a consultation or training. Additional elements can be added to expand curriculum if your company is looking for a more intense, interactive session.

CONTACT

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