







2026 PARTNER OPPORTUNITIES

	 Platinum \$150,000+	 Gold \$100,000	 Silver \$50,000	 Bronze \$25,000 (Pick 5)	 Executive \$10,000 (Pick 2)	 Premier \$5,000 (Pick 1)
VIRTUAL COMMUNITY EVENTS	Roll on Capitol Hill (June 2026, Virtual) Virtual Advocacy Day (March 2026, Virtual) <small>*Counts as 2 Selections</small>	●	●	●	●	●*
	Chapter Leadership Meeting (October 2026, Virtual)	●	●	●	●	●
VIRTUAL COMMUNITY OUTREACH	Program Presentation	●	●	●	●	●
	Inclusive Employment Outreach	●	●	●	●	●
	Working Group Insight Session <small>*Counts as 2 Selections</small>	●	●	●	●	●*
STRATEGIC MARKETING	Ready to Roll Kits (2k) Product or Brochure Inclusion	●	●	●	●	●
	New Beginning Backpacks (2k) Product or Brochure Inclusion	●	●	●	●	●
E-MARKETING	Survey & Recruitment Outreach	●	●	●	●	●
	Sponsored Content in Programmatic Newsletters	9X	6X	3X	3X	3X
	Facebook/Instagram/X Posts or Reels (80k+ followers)	6X	3X	3X	3X	3X
	Sponsored Blog Post	●	●	●	●	●
	Facebook/Instagram Ad	●	●	●	●	●
	Member Benefit	●	●	●	●	●
NEW MOBILITY MEDIA	Sponsored Content or Product Q&A	●	●	●	●	●
	Digital Ads	4X	3X	2X	2X	2X
	Full-page New Mobility Magazine Print Ad	●	●	●	●	●
STRATEGIC INITIATIVES	United Spinal Program Funding Support Non-Exclusive	●	●	●	●	●
	Disability Etiquette Training	●	●	●	●	●
	Chapter Network Fund	●	●	●	●	●

All Corporate Partners of United Spinal will receive...

- **COMPANY LOGO & LINK** on United Spinal Corporate Partner Page
- **BASIC LISTING** on United Spinal's Product and Service Directory



**United Spinal
Association**

2026

**PARTNER
OPPORTUNITIES**

CONTACT

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Achieve your objectives in public affairs, advocacy, HR, marketing and consumer insights related to disability inclusion. As the largest national disability-led 501(c) (3) nonprofit membership organization over 75 years strong, leverage United Spinal Association's expertise and unique access to a large and diverse network of wheelchair users through our partnership opportunities.

United Spinal is solely dedicated to enhancing the quality of life for 5.5 million wheelchair users in the U.S., including individuals living with spinal cord injuries and disorders (SCI/D), people with mobility disabilities and veterans. It also provides support and information to loved ones and care providers.

UNITED SPINAL BY THE NUMBERS

40+ United Spinal Member & Affiliate Chapters

67k+ United Spinal Members

5.5 million wheelchair users | **700+** Peer Mentors

115 Rehabilitation Hospitals & Organizational Partners

115+ Support Groups

100K+ Visits per Month at [UnitedSpinal.org/](https://unitedspinal.org/)
Resource Center

100K+ Followers on United Spinal & New Mobility
social media: Facebook, Instagram, Threads, Twitter &
LinkedIn

100K+ Combined opt-in subscribers to United Spinal
and New Mobility e-newsletters

98K Combined print and digital monthly reach of
United Spinal's membership publication, *New Mobility*

2026 Corporate Partnership Overview



Virtual Events

Roll on Capitol Hill (ROCH) | June 2026

United Spinal Association's signature policy and advocacy conference, Roll on Capitol Hill (ROCH), will be held virtually in June 2026. This premier advocacy and community engagement event features an education day, virtual Capitol Hill meetings, and a wrap-up session. It offers corporate allies a unique opportunity to join United Spinal members and stakeholders in championing policies that empower and advance the independence of more than 5.5 million U.S. wheelchair users and the broader disability community.

As a ROCH sponsor, you'll roll with over 100 wheelchair users and advocates from across the country, participating in meetings with legislators representing your company's geographic footprint to advance shared priorities. By sponsoring, you're not just showing up—you're shaping policy, driving inclusion, and demonstrating your company's commitment to equity and accessibility on a national stage.

Your voice matters. Your influence counts. Let's roll forward—together.

Virtual Advocacy Day | March 2026

United Spinal's annual [Virtual Advocacy Day](#) offers more opportunities for our Advocacy Network—and thousands of advocates nationwide—to connect with members of Congress and their staff. These virtual meetings focus on United Spinal's key priorities that support the independence and quality of life for wheelchair users and the broader disability community. Virtual Advocacy Day is scheduled in March to align with Congressional appropriations season so that we can advocate on funding for departments, programs, and issues specific to the disability community.

Combined Virtual Event Sponsor Benefits

- Two invitations to participate in Capitol Hill visits and full conference (Advocate Education Day Session required to attend congressional meetings)
- Choice of participation in issue-specific meetings
- Recognition on the ROCH landing page
- Ongoing social media recognition in ROCH promotion
- Recognition on all digital and print materials

Sponsors of United Spinal's Virtual Advocacy Events will benefit from engaging in the most vital issues impacting the independence of wheelchair users, an option to attend virtual Congressional meetings with advocates, digital logo recognition on the ROCH & Virtual Advocacy Day landing pages, logo recognition during education sessions, and social media sponsor appreciation posts.

Sponsors will also be invited to an in-person advocacy briefing and networking event at United Spinal's Washington, DC, office in Q4 2026.

**Enhanced sponsorship opportunities are available.*

2026 Corporate Partnership Overview

Virtual Events Continued



Chapter Leadership Meeting | October 2026

Another key strategic community engagement opportunity is United Spinal Association's annual virtual Chapter Leadership Meeting. This gathering brings together dedicated leaders from our network of 40+ chapters for educational sessions and strategic discussions on how to best serve our national membership in local communities.

As a valued sponsor, you'll have exclusive access to interactive sessions with chapter leaders — a chance to hear directly about the most pressing concerns facing wheelchair users and their caregivers, and to see how localized programs are making a real impact nationwide. Your voice and insights can help shape the future of these initiatives.

Sponsor benefits include:

- Logo recognition on [Chapter Network](#) landing page
- Logo recognition before, after, and during programming
- Sponsored Content in one Chapter Network e-newsletter
- Exclusive Sponsor engagement and insight session with CEO and Chapter Leaders
- Sponsored Content in one Advocacy e-newsletter
- 2-3 minute presentation with additional 1-minute Q&A during one virtual Chapter Leadership Meeting session
- Member benefit presented to United Spinal Chapters
- Raffle a prize to be won by Chapter Leadership Meeting participants



2026 Corporate Partnership Overview



Virtual Programming Sponsorship & Presentation

Resource Center Live, Advocacy Live, Chapter Leaders Session, Employment Resource Group, Meet an Advocate

Choose from the above regularly occurring virtual programming that targets **67k+ United Spinal members**, primarily wheelchair users, and our extended disability network. (Dates/times are TBD for 2025) Receive sponsor acknowledgment at the beginning and end of one virtual session along with a two-minute pre-recorded or live presentation and one-minute Q&A.

**Scheduling subject to availability.*

Working Group Insight Session

A one-hour virtual session with one of United Spinal's Working Groups will allow you to benefit from consumer insights and input. Meet for product development, advocacy goals, or marketing strategy insights. Working Groups currently include Outdoor Access, Accessible Parking, Emergency Preparedness, Care Support, Accessible Transportation & Health Access.

Inclusive Employment Outreach

Promote your employment opportunities targeting people with disabilities by engaging United Spinal's extensive network. Your opportunity will be visible to our network of **67k+ members, 115+ Hospital and Rehab Partners, and 40+ member and affiliate chapters**. You will be invited to provide a link to job opportunities and, as applicable, a point of contact email for further inquiry to prioritize applications from the disability community. **Your job opportunities promotions will be:**

- Listed on the [Pathways to Employment](#) landing page, and in all related print and digital resources, along with your logo
- Featured on Pathways to Employment's virtual programming and newsletter (1.4k+ opt-in employment-seekers)
- Highlighted in our monthly United Spinal and quarterly Chapter newsletters' 36K opt-in subscribers
- Distributed to the quarterly internal virtual Chapter Leader meetings of our 40+ chapters and affiliates
- Posted on United Spinal social media channels

2026 Corporate Partnership Overview

Strategic Marketing

Ready to Roll Kits

United Spinal Association recognizes the significant impact the rising frequency of natural disasters has on wheelchair users nationally. Through education and the distribution of 2,000 Ready to Roll Kits via our chapters, support groups, and hospital partners, we empower our community, especially in under-served and rural areas, to take proper steps to ensure their safety when natural disaster strikes.

Sponsorship includes:

- One approved product or brochure for insertion into 2,000 backpacks
- Sponsor recognition on our Ready to Roll Emergency Preparedness landing page
- Additional sponsorship opportunities include logo recognition on backpacks and luggage tags. Space is limited — please inquire

New Beginning Backpack Empowerment Program

United Spinal Association provides support from the early onset of a paralyzing disability through the journey of recovery. Over 18k Americans become wheelchair users each year. We provide them and their families with educational resources and peer support through the recovery process and beyond. One way we do this is through our New Beginning Backpack Empowerment Program. Every year, we distribute 2,000 backpacks to people with new spinal cord injuries and similar disabilities through our chapter network and hospital partners nationwide.

Sponsorship includes:

- One approved product or brochure for insertion into 2,000 backpacks
- Sponsor recognition on the New Beginning Backpack landing page
- Additional sponsorship opportunities include logo recognition on backpacks and luggage tags. Space is limited — please inquire



2026 Corporate Partnership Overview

Strategic Marketing

Survey & Recruitment Outreach

Position your survey, study or recruitment opportunities through our e-marketing platforms (subject to United Spinal Medical and Scientific Advisory Committee approval if applicable). Outreach includes:

- Advocacy newsletter to advocacy members and district advocates (29K opt-ins)
- Chapter Network Distribution to Chapter Leaders and Regional Coordinators (approx. 75)
- Resource Center post on our SCI Support Group on Facebook (1.2K followers)
- Resource Center survey listing within United Spinal's page
- New Mobility e-newsletter (30K opt-ins)
- United Spinal monthly e-newsletter (35K opt-ins)
- Social media posts across United Spinal and New Mobility platforms – Facebook, Instagram, X (100K+ reach). Two posts across each channel (must be at least one month apart for each channel)

Sponsored Content in Programmatic Newsletter

Engage with members, chapters, and the disability community. You may submit up to 60 words of content plus an image and a clickable URL. Choose from the following e-newsletters:

Membership	35k opt-ins, 37% open rate	New Mobility	31k opt-ins, 40% open rate
Advocacy	7k opt-ins, 40% open rate	Tech Access	425 opt-ins, 57.5% open rate
Employment	1.4k opt-ins, 45% open rate	Chapter Network	(Launching in 2026)
Hospital Network	320 opt-ins, 40% open rate	New Mobility Health & Wellness	30k opt-ins, 40% open rate

Member Benefit

Position your consumer offer to United Spinal's 67k+ membership base as an exclusive member benefit reaching wheelchair users and others with mobility disabilities, as well as a large community of family members, clinicians and stakeholders on the Member Benefit landing page.

Sponsored Blog Post

Collaborate with United Spinal's media team to publish a blog strategically positioning your product or service on our website. (400k+ views annually). Your back link will live on our website, potentially improving your own website's SEO ranking over time.

Social Media Platforms

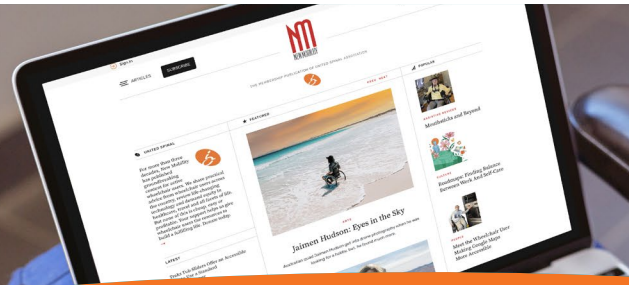
United Spinal's social media platforms reach over 200k monthly. We will place your content on the platforms where it will perform best, with choices being Facebook, Instagram, Threads, LinkedIn, X and TikTok. We can also share a Facebook reel on the United Spinal Facebook and Instagram accounts, which will remain visible for 24 hours.

Social Media Ad

Engage and reach selected social media audiences through strategic ad placement. This ad will appear on the Facebook and Instagram feeds of those who subscribe to or interact with United Spinal content. Your ad will be live for one month, reaching the United Spinal network and beyond. (45k+impressions)

2026 Corporate Partnership Overview

New Mobility Media



New Mobility is the premier lifestyle brand for United Spinal members and wheelchair users with a reach of 98,000+ nationwide. Launched in 1989, NM is the longest-running and only resource of its kind dedicated to people with mobility disabilities. The editorial offerings include product reviews, adaptive rec, travel, health, employment, relationships, and more.

New Mobility Ads

Have your product or service displayed along New Mobility content to reach your target audience while providing outreach, credibility, trusted relationships, brand awareness and visibility. (150k monthly reach across New Mobility channels)

Sponsored Content or Product Q&A

Sponsored Content to be positioned with New Mobility's editorial content. For Product Q&As, our editorial team writes the questions, and the advertiser provides responses.

Full-Page New Mobility Magazine Print Ad

One full-page ad with premium positioning in annual physical edition of New Mobility Magazine to be distributed to United Spinal's hospital and rehabilitation facility partners, chapters, and other allied stakeholders.



2026 Corporate Partnership Overview



Strategic Initiatives

United Spinal Program Support

Align your company brand and corporate social impact objectives with United Spinal regarding accessibility and disability inclusion. Choose to underwrite one of our [vital and robust programs](#) impacting and empowering quality of life and independence for our membership of wheelchair users, veterans, and other individuals with mobility disabilities. Your logo and all applicable print and digital materials will be listed on the program landing page (non-exclusive).

Disability Etiquette Training

Our Disability Etiquette Training leaders give direct insight into the lived experience of disability and best practices for workplace inclusion. We conduct interactive 60-90 minute virtual or in-person sessions that can be permanently archived for your company, along with our Disability Etiquette publication. *Travel and lodging costs apply for in-person sessions.

Chapter Network Support

Your support enriches United Spinal's Chapter Network of nearly 40+ affiliated organizations, ensuring we can provide the coordination and resources to foster a thriving national network. The Chapter Network's grassroots outreach extends our vital peer and community support programs, reaching wheelchair users and their caregivers in communities where your colleagues live and work.

Chapter Network Supporters receive logo recognition in order of Corporate Partner level:

- Chapter Network [landing page](#)
- Chapter zone virtual portal (exclusively for Chapter Leaders)
- Chapter newsletters
- Virtual all-chapter quarterly calls

CONTACT

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