



Dear

**Bridging Yesterday, Today and Tomorrow** is the *American Society for Deaf Children's 2017 National Conference*. The American School for the Deaf will host this nationally recognized event on its beautiful campus in West Hartford, CT on June 25 – 27. Please consider sponsoring this well-attended conference that kicks off on Sunday, June 25 with a Family Fun Barbecue. The conference will culminate in closing ceremonies and a family friendly banquet on Tuesday, June 27. This annual event brings together parents, children, deaf advocates, and deaf education policy and teaching experts from across the country to offer a comprehensive learning opportunity for the entire family.

As the American School for the Deaf celebrates its 200<sup>th</sup> anniversary, the American Society for Deaf Children celebrates 50 years of continuous support for families and children, we are proud to collaborate to present another important gathering for families with deaf or hard of hearing children. Building strong families for our children's future is the focus of this conference. Educating families and children is at the core of our respective institutional missions. Our partnership in 2017 will be a great coming together of leaders in deaf education for the benefit of families nationwide. Celebrating families and empowering them with knowledge and resources that can enable them to effectively advance their children's opportunities at home, at school and in their communities is the mission of both of our respected organizations.

**Bridging Yesterday, Today and Tomorrow** offers companies that provide services and products for families with deaf or hard of hearing children a unique audience of highly engaged adults and their learning and growing youth. You are invited to join us as a sponsor of this conference. As our partner in educating and strengthening families for the future, you too play an important role in education and advocacy. Sponsorship opportunities and benefits for the 2017 conference are attached. We welcome your participation as we help families grow and build their strength as parents, as students, as advocates and as game-changers in the ever-changing world of deaf education. Your response is appreciated by June 1, 2017.

We look forward to seeing you in June. We are excited to see what new and engaging information you have to share with all our families.

Sincerely,

Cheri Dowling  
Director of Advocacy  
American Society for Deaf Children

Avonne Brooker-Rutowski  
President  
American Society for Deaf Children

Enclosures



# Bridging Yesterday, Today and Tomorrow

*2017 American Society for Deaf Children Conference*

at the

American School for the Deaf

139 North Main Street

West Hartford, CT 06107

June 25, 26 and 27, 2017

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## Sponsorship Opportunities

### **\$10,000 Closing Ceremony & Banquet Sponsor**

Exclusive to only one organization on Tuesday, June 27 at 5:00pm to 9:00pm

#### **Sponsor Benefits:**

- Opportunity to welcome all guests
- Company logo on webpage and signage throughout the event
- Full-page advertisement in the program booklet
- Company give-away bags as parting gifts for guests
- Company lanyards and name tags used for the participants
- Vendor table in the exhibit hall

### **\$7,500 Family Barbecue Cookout Sponsor**

Exclusive to only one organization, on Sunday June 25 at 5:00pm

#### **Sponsor Benefits:**

- Opportunity to welcome all guests
- Full-page advertisement in program booklet
- Company logo placement on webpage and throughout the event
- Vendor table in exhibit hall



## **\$5,000 Children's Activities Sponsor**

Exclusive to only one organization, on Monday, June 26 and Tuesday, June 27

### **Sponsor Benefits:**

- Opportunity to welcome all guests
- Company logo on webpage and signage throughout at the event
- Company gift bags for all children
- Half page advertisement in program booklet
- Vendor table in the exhibit hall

## **\$3,000 ASDC Meeting/Workshop Sponsors**

### **Sponsor Benefits:**

- Half page advertisement in the program booklet
- Company logo on webpage and signage throughout at the event
- Vendor table in exhibit hall

## **\$2,500 Meal Sponsors**

Exclusive to only one organization at each meal

### **Sponsor Benefits:**

- Opportunity to have company information at each table
- Signage at your sponsored meal
- Quarter page advertisement in the program booklet
- Vendor table in the exhibit hall

### **Dates and Times Available:**

#### **Monday, June 26**

Breakfast 7:00am to 8am  
Lunch 12:00noon to 1:00pm  
Dinner 5:00pm to 6:00pm

#### **Tuesday, June 27**

Breakfast 7:00am to 8:00am  
Lunch 11:30am to 12:30pm

#### **Wednesday, June 28**

Breakfast 7:00am to 8:00am

## **Program Book Advertisements**

\$1,000 Full Page Ad  
\$750 Half page Ad  
\$500 Quarter Page Ad

For more information, contact Cindy Paluch, 860 570 2335, [cindy.paluch@asd-1817.org](mailto:cindy.paluch@asd-1817.org)





AMERICAN  
SOCIETY for  
DEAF  
CHILDREN



AMERICAN  
SCHOOL for  
DEAF

ALL ways able.

# Bridging Yesterday, Today and Tomorrow

*2017 American Society for Deaf Children Conference*

## SPONSORSHIP RESPONSE FORM

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***Yes, I/We will support the 2017 ASDC annual conference hosted by the American School for the Deaf at the following sponsorship level - please check all those that apply:***

- \$10,000, Closing Ceremony & Banquet Sponsor**
- \$ 7,500, Family Barbecue Cookout Sponsor**
- \$ 5,000, Children's Activity Sponsor**
- \$ 3,000, ASDC Meeting/Workshop Sponsors**
- \$ 2,500, Meal Sponsor – identify the date & meal you wish to sponsor**

Monday, June 26, Breakfast

Monday, June 26, Lunch

Monday, June 26, Dinner

Tuesday, June 27, Breakfast

Tuesday, June 27, Lunch

Wednesday, June 28, Breakfast

### **Program Booklet Advertisement**

\$500 Full Page Vertical (4.5" x 7.5")

\$350 Half Page Vertical 4.5" x 3.687")

\$250 Quarter Page Vertical (2.19" x 3.687")

**Submission guidelines:** All ads are black and white. Electronic files are strongly preferred. All files must be at least 300 dpi. Best file is a high resolution PDF. See attached spec sheet for more details.



AMERICAN  
SOCIETY for  
DEAF  
CHILDREN



AMERICAN  
SCHOOL FOR  
THE  
DEAF

ALL ways able.

**CONTACT INFORMATION –PLEASE PRINT:**

**Company Name:** \_\_\_\_\_

**Company Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Street:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

For more information, contact Cindy Paluch, 860.570.2335(V), 860.899.1603(VP)  
Cindy.Paluch@asd-1817.org, or Betsy Denorfia, 860.570.2209(V), 860.899.1604(VP)  
Betsy.Denorfia@asd-1817.org

Make checks payable to: American School for the Deaf, note: ASDC Conference 2017.

Mail checks to:

Cindy Paluch/ ASDC  
Director, Admissions/Family Education Services/Student Management  
American School for the Deaf  
139 North Main Street  
West Hartford CT 06017

***THANK YOU FOR YOUR SUPPORT!***

**Bridging Yesterday, Today and Tomorrow**

American Society for Deaf Children  
2017 Annual Conference

American School for the Deaf  
139 North Main Street, West Hartford, CT 06107

**Program Ad Specifications:**

- Print is one color: black
- Finished booklet size:  
5.5"W x 8.5"H
- Booklet is portrait orientation
- Full page ads only can have full bleed

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**Ad Sizes:**

*Full Page:*

4.5"W x 7.5" H

*Bleed Size:*

5.75"W x 8.75"H (includes .125"  
bleed on all sides)

*Half Page:*

4.5"W x 3.687"H

*Quarter Page:*

2.19"W x 3.687"H

All ads must be submitted in  
high-resolution (300dpi) PDF format.

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**Please send directly to:**

Cindy Paluch, 860.570.2353

Cindy.Paluch@asd-1817.org

Please reference: ASDC 2017

**Deadline for Ad Submission is**

**Friday, June 2, 2017**

**Quarter Page Ad**

**2.19"W x 3.687"H**

**\$250.00**

**Full Page Ad**

**4.5"W x 7.5"H**

**\$500.00**

**Half Page Ad**

**4.5"W x 3.687"H**

**\$350.00**

American School for the Deaf  
139 N. Main Street  
West Hartford, CT 06107  
[www.asd-1817.org](http://www.asd-1817.org)