



# Sponsorship at the 2023 FASD Symposium & 2023 FASD Awareness Walk Hosted by ABLE2: Support for People with Disabilities

WHERE STAKEHOLDERS GATHER TO SUPPORT  
PEOPLE WITH FETAL ALCOHOL SPECTRUM  
DISORDER & BUILD AWARENESS AND RESOURCES

UPDATED: AUGUST 2022



## About ABLE2

ABLE2 is a small, but powerful charity with a big purpose. It is the only organization in Ottawa that supports people of all ages across the disability spectrum and their families to live life as valued members of the Ottawa community.

## What Does ABLE2 Stand for?

'ABLE' is an acronym for:

**A**bility  
**B**enevolence  
**L**iberty  
**E**mpowered

The '**2**' refers to allies and it acknowledges that it takes more than one agency/program/person

to achieve ABLE2's vision and mission.

## The Fetal Alcohol Resource Program (FARP)

ABLE2 established the Fetal Alcohol Resource Program (FARP) to support the large number of people affected by Fetal Alcohol Spectrum Disorder (FASD) in Ottawa.

The program provides a variety of resources and tools to members of the Ottawa community.

The FARP team hosts two key events each year: **The FASD Awareness Walk** and the **FASD Symposium**.



## The 2023 FASD Awareness Walk Saturday, September 9, 2023 | Ottawa

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- The FASD Awareness Walk is a 0.9 km walk through downtown Ottawa that ends with the raising of the FASD flag at Ottawa City Hall and the Mayor's proclamation of September 9<sup>th</sup> as the day for awareness of Fetal Alcohol Spectrum Disorder in Ottawa.
- ABLE2 hosts the Walk annually to coincide with the International FASD Awareness Day that is observed all over the world on September 9<sup>th</sup> (the 9<sup>th</sup> day of the 9<sup>th</sup> month to represent 9 months of pregnancy).
- The Walk is an uplifting, fun, and informative walk to celebrate people with FASD.



## The 2023 FASD Symposium

### January 24, 2023 | Online

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- The FASD Symposium is Eastern Canada's largest annual gathering of everyone connected to the FASD community.
- The Symposium is hosted virtually as a one-day interactive and educational event with content available in both English & French.
- The theme of the Symposium for 2023 is: *'It is Time to Change'*

# How to **STAND OUT** at ABLE2's FASD Walk & Symposium

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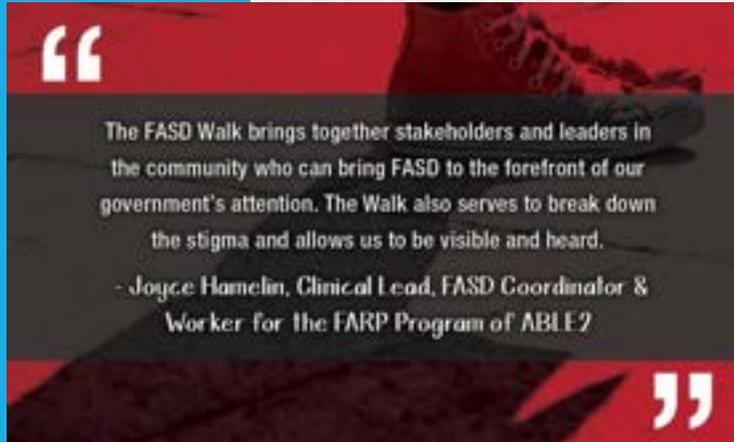


What can sponsors & exhibitors expect?

- Direct access to people who interact daily with those with FASD and their families.
- Professionally run & safe events.



# Did You Know?

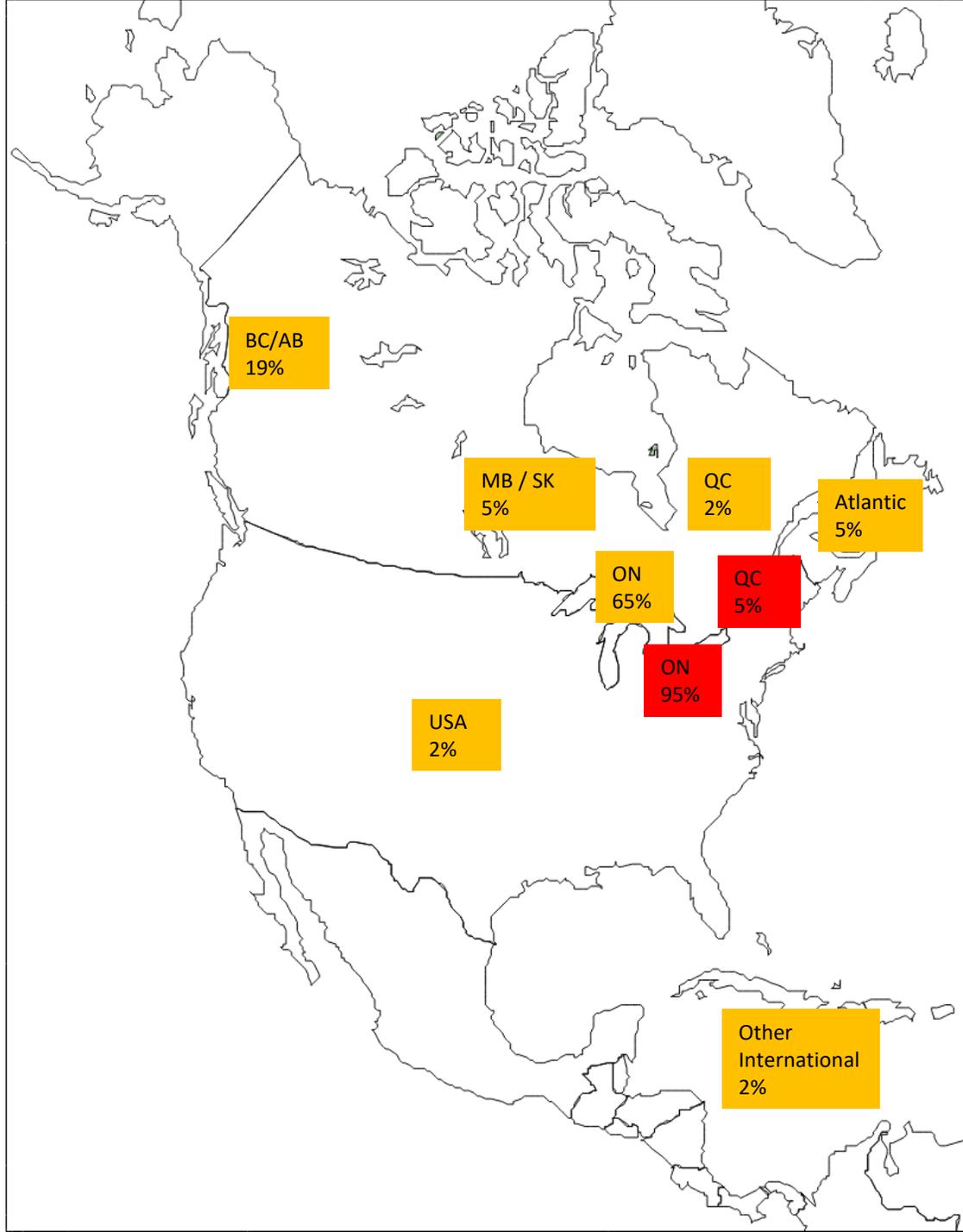


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” *Health Nexus' support of the ABLE2 FASD Awareness Walk and Symposium has been a great way for us to raise awareness of FASD and to connect with individuals with FASD, their families and the professionals who support them.*

Wendy Katherine, Executive Director



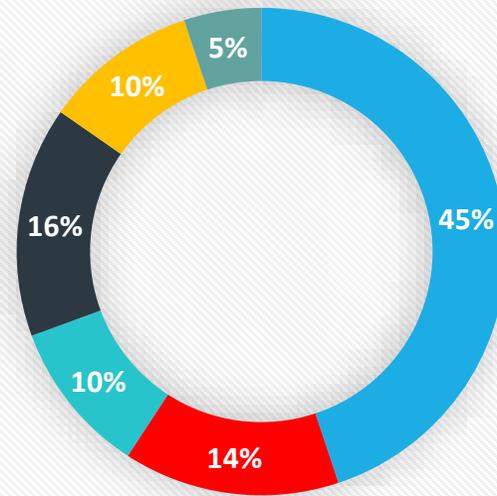
# Get to Know Our FASD Event Attendees



- SYMPOSIUM ATTENDEES
- WALK ATTENDEES

# Who Are the **FASD Symposium** Attendees?

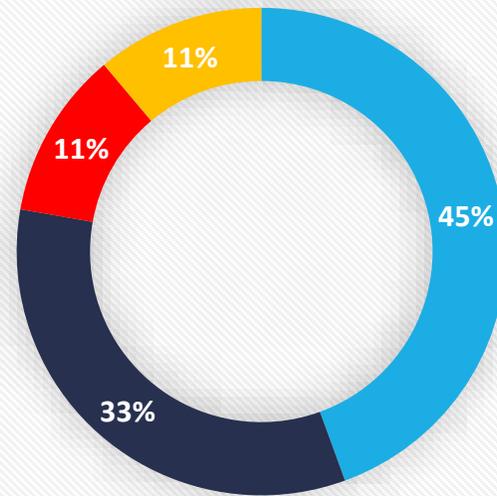
FASD Symposium Attendees = 350 to 400 delegates



■ Caregivers ■ People with FASD ■ Educators ■ Justice Professionals ■ Health Care Professionals ■ Social Service Professionals

# Who Are the **FASD Walk** Attendees?

FASD Walk Attendees = 75 to 100 walkers



■ Caregivers ■ People with FASD ■ Professionals ■ Politicians

# Types of Available Sponsorship Categories

Every sponsor partner has its own objectives and priorities. Here are the 4 key categories offered to sponsors at the **2023 FASD Symposium** and **2023 FASD Awareness Walk**:

| Thought Leadership  | Brand Awareness  | Lead Generation   | Corporate Social Responsibility                             |
|---|--|---|---|
| For brands who want to support FASD learning & skill development. | For brands who want to increase recognition and knowledge of their organization amongst event attendees. | For brands who are seeking opportunities to demonstrate the value of their products/services to the FASD community. | For brands who want to have a positive impact on the world. |

# Relevant Sponsorship Opportunities for Each Category

| If Thought Leadership is important to you, consider this ... | If Brand Awareness is important to you, consider this ... | If Lead Generation is important to you, consider this ... | If Corporate Social Responsibility is important to you, consider this ... |
|--|---|---|---|
| Breakout Session Sponsorship at the Symposium                | Presenting Sponsor of the Walk & Symposium                | Virtual Trade Show Space at the Symposium                 | Media sponsorship at the Walk and/or Symposium                            |
| Keynote Presentation Sponsorship at Symposium                | Delegate Gifting at the Walk and/or Symposium             | Contest/Promotions Sponsor at the Symposium and/or Walk   | Marketing sponsorship at the Walk and/or Symposium                        |
|  | Snack/Refreshment Sponsor at the Walk                     |   |   |
|  | Closing Remarks Sponsor                                   |   |   |



# Examples of Available Sponsor Features & Benefits

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- Speaking Opportunities
- Box ads or banner ads in targeted emails to event attendees or event attendee prospects
- Dedicated partner email to ABLE2's database of 7000+ contacts
- Logo on website
- Onsite signage
- Social media mentions
- Prize Giveaways & Customized Promotions
- Promo Video
- Event passes
- Copy of Attendee Lists

# Our Customized Partnership Programs

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Customized partnerships allow us to match the features and benefits available at each event with the ones that are the best fit for the partner's objectives and budget.

- Walk sponsorship programs start at \$500 CAD
- Symposium sponsorship programs start at \$1500 CAD
- Exhibitor packages at the Symposium start at \$950 CAD



## Past Symposium & Walk Partners



# Virtual Trade Show Space at the FASD Symposium - \$950 CAD (10 spots available)

## About the Symposium Virtual Trade Show

A virtual trade show booth at the FASD Symposium offers exhibitors a virtual branded 'room' on the event platform. Each room includes a main screen, about us section, an interactive chat feature, ad sliders, and a spot where assets & resources can be posted for download.

A custom virtual booth button is prominently displayed in the virtual lobby for easy access.

Each booth package includes 1 Symposium event registration offering full access to all Symposium sessions and presentations (live and on-demand) on the event platform, plus detailed post-event analytics on booth visitation.

## Reserving a Trade Show Booth

To reserve a virtual trade show booth, request the [trade show confirmation form](#) and submit the form along with credit card payment details to [krista@isparkconsulting.ca](mailto:krista@isparkconsulting.ca)

Deadline for booking trade show space is: November 1, 2022.

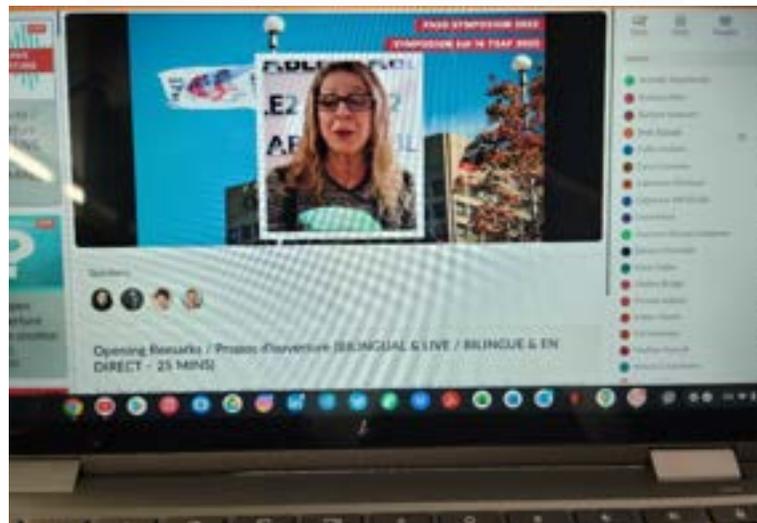


Click [here](#) for a video tour of a virtual trade show space at the Symposium

# Presenting Sponsorship at FASD Symposium & FASD Awareness Walk - \$12,000

## INCLUSIONS

- We'll develop a customized package designed to position the presenting sponsor as a top-level premium partner of ABLE2 at its two marquee FASD events in 2023.



# Keynote Sponsorship at FASD Symposium - \$6000 (2 positions available)

## INCLUSIONS

- Brand recognition on the virtual room button of your sponsored keynote presentation.
- Opportunity to submit a 30-second intro message via video for inclusion at the start of the keynote.
- 2 full access passes (Symposium registrations).
- Company/org logo embedded into the presentation intro and outro.
- A copy of the recorded keynote presentation video sent post-event.
- Detailed analytics on visitation and viewership of the sponsored keynote (sent post-event).
- Social media mentions in conjunction with marketing and promo of the sponsored keynote.



January 25<sup>th</sup>, 2022

**FASD SYMPOSIUM** A new look at addressing mental health including stigma faced by people with Fetal Alcohol Spectrum Disorder (FASD)

**KEYNOTE PRESENTATION**



**CYNTOIA BROWN-LONG**

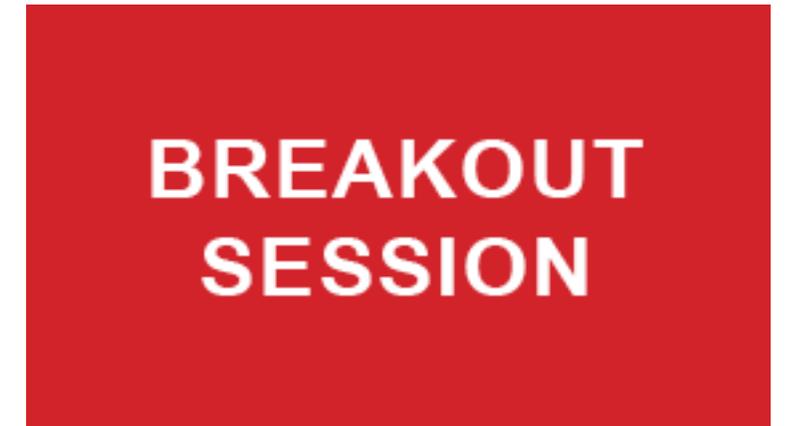
Overcoming Life Challenges & Stigma



# Breakout Session Sponsorship at FASD Symposium - \$5000 (2 positions available)

## INCLUSIONS

- Brand recognition on the virtual room button of your sponsored breakout presentations (choice of morning block or afternoon block of 4-5 sessions).
- Opportunity to submit a 30-second intro message via video for inclusion at the start of breakout sessions in your sponsored block.
- 1 full access pass (Symposium registration).
- Company/org logo embedded into the intro and outro of each presentation.
- Detailed analytics on visitation and viewership of the sponsored breakout presentations (sent post-event).



# Do you have a sponsorship activation idea?

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WE ARE OPEN TO BUILDING A **CUSTOMIZED PROGRAM** FOR OUR SPONSORS AND PARTNERS.

IF YOU HAVE AN IDEA ABOUT A **CREATIVE SPONSORSHIP ACTIVATION**, PLEASE SHARE!





## Ask us about sponsorship at the **FASD Symposium & FASD Awareness Walk**

We look forward to building a sponsorship program that is the best fit with your marketing objectives and budget. If you care about FASD, we want to have you as a sponsor at these 2023 events!

Krista Benoit, iSPARK Consulting (sponsorship agency on behalf of ABLE2)

[krista@isparkconsulting.ca](mailto:krista@isparkconsulting.ca) OR 819-682-5298