

Easter Seals Community Conference

MaRS Discovery Centre , 101 College Street, Toronto
March 11, 2020

SPONSORSHIP PACKAGE

Beyond Social Inclusion

*A closer look at the intersections of
Employment, Education and Income disparity
for People Living with Disabilities*

www.easterseals.ca



About the Conference

The main goal of the **Community Conference** is to share knowledge, inspire curiosity, and develop meaningful conversations among members of the disabled community, community organizations, government officials, parents, educators/academics and students about issues that are of concern to the disability community.

Our theme is ***Beyond Social Inclusion - A closer look at the intersections of Employment, Education and Income Disparity for people living with disabilities.*** The day-long conference is open to everyone and will include six workshops/breakout sessions conducted by subject matter experts, and a plenary session with influential guest speakers for a panel discussion that will be broadcast via live stream over the internet.

The conference will also include a **Student Competition** where Ontario students from grades 10, 11 and 12 will have the opportunity to showcase their ideas, proposals, products which address real-world accessibility issues that affect their school and/or community and enhance the lives of Canadians living with disabilities.



WHY SUPPORT THE COMMUNITY CONFERENCE?

Accessibility and Inclusion are issues that are important to all Canadians regardless of ability. An aging population and the passing of Bill C81, the Accessible Canada Act, have brought these issues even further into prominence. With more open and transparent discussions, we have been able to **reduce the stigma of living with disability** and address the challenges that people living with disabilities face every day.

However, many barriers - both tangible and intangible – remain. According to 2017 Canadian Survey on Disability:

- **More than 1 in every 5 Canadians ages 15 and older reported having one or more disabilities that limited them in their daily activities.** For many of these Canadians, challenges and obstacles in their day-to-day lives may limit their full participation in society.
- **Youth with disabilities are at a higher risk of not being in school or employed, and this increased with the severity of the disability:** This has major repercussions in terms of their quality of life and employment opportunities in the present and in the future.
- **Persons with disabilities faced lower employment rates:** This increases with the severity and type of disabilities, and levels of education.
- **Persons with disabilities reported having lower personal income compared to those without disabilities:** Among working age adults, personal income was strongly related to the severity of disability.

Did you know?

- *More than 6.2 million Canadians live with some form of disability.*
- *Approximately 59% of working-age adults with disabilities are employed compared to 80% of those without disabilities.*
- *Disability is expensive, over 1.6M Canadians with disabilities are unable to afford the aids, devices or prescription medication they require due to cost.*
- *Only four in 10 small business owners hired people with disabilities in 2013.*

The Benefits of Sponsorship

Considering the challenges that people with disabilities face, it is vital that we all work together to further reduce the stigma of living with disability and address the challenges that people living with disabilities face every day.

Be part of the team and get access to a growing audience of Canadians living with disabilities, families and community leaders focused on learning about what we can do so that everyone is able to fully participate in our communities and workplaces without barriers.

Easter Seals Canada is committed to creating an inclusive and supportive society for all Canadians. Our programs and services provide just that. Each year, approximately **150,000 children, youth and adults living with disabilities** benefit from Easter Seals support programs and services from coast to coast. We strive to enhance the **quality of life, well-being, and independence** of all Canadians who are living with disabilities

Your support of this community conference will demonstrate your organization's commitment to disability and accessibility, while helping to raise critical funds to provide Canadians living with disabilities access to the tools, resources and services they need to be more independent, secure employment and be more successful in life.

- Invaluable connections and conversations with over 200 conference participants.
- Positioning your company as a thought-leader, and trailblazer. Demonstrating your company's commitment to disability and accessibility issues.
- Reinforcing your company's brand through logo placement at the conference and in conference materials.
- A good marketing opportunity to demonstrate your goodwill and alignment with Easter Seals' vision to strengthen and enhance the quality of life, well-being and independence of Canadians living with disabilities.

SPONSORSHIP CATEGORIES

Presenting Sponsor ***SOLD OUT***	VIP Sponsor (2) \$25,000	Major Sponsor (3) \$20,000
<ul style="list-style-type: none"> • Recognition as Patron Sponsor • 15 Conference Complimentary tickets (<i>includes front-row seating and lunch</i>) • Speaking opportunity at the Conference • Opportunity to participate on Student Fair Award Committee • Logo placement on all related marketing and promotional materials, including website, social media pages, posters, as well as invitations, conference-day program, and on-site signage • 10 dedicated social media posts • 1 Booth/Activation display* • Visit an Easter Seals Program • Invitation to special events • Recognition and Logo placement on ESC website for 1 year 	<ul style="list-style-type: none"> • Recognition as VIP Sponsor • 10 Conference Complimentary tickets (<i>including VIP seating and lunch</i>) • Speaking opportunity during closing remarks • Logo placement on all related marketing and promotional materials, including website, social media pages, posters, as well as invitations, conference day program, and on-site signage • 8 dedicated social media posts • 1 Booth/Activation display* • Visit an Easter Seals Program • Invitation to special events • Recognition and Logo placement on ESC website for 1 year 	<ul style="list-style-type: none"> • Recognition as Major Sponsor • 5 Complimentary tickets (<i>including VIP seating and lunch</i>) • Welcome remarks during the workshop portion of the conference • Logo placement on all related marketing and promotional materials, including website, social media pages, posters, as well as invitations, conference day program, and on-site signage • 6 dedicated social media posts • 1 Booth/Activation display* • Visit an Easter Seals Program • Invitation to special events • Recognition and Logo placement on ESC website for 1 year

**Booth/Activation displays are intended for engagement and brand promotion opportunities only, NOT for commercial use. All activations are subject to prior approval. One Standard 6-foot table.*

SPONSORSHIP CATEGORIES

Student Competition (1) Sponsor \$10,000	Event (6) Sponsor \$5,000	Friend + Sponsor \$2,000
<ul style="list-style-type: none"> • Opportunity for 1 person to participate on Student Fair Selection/Award Committee • Co-Present Student Awards • 5 Conference Complimentary tickets (includes lunch) • Logo featured on conference website • Logo placement on sponsor poster board • Logo placement on conference slide show • 4 dedicated social media posts • Visit an Easter Seals Program • Invitation to special events • Recognition and Logo placement on ESC website for 1 year 	<ul style="list-style-type: none"> • 2 Conference Complimentary tickets (includes lunch) • Logo featured on conference website • Logo placement on sponsor poster board • Logo placement on conference slide show • 2 dedicated social media posts • Invitation to special events <p><u>Event Sponsor Category:</u></p> <ul style="list-style-type: none"> • Audio & Visual • Volunteer • Registration • Delegate Bag Sponsor • Media • Food & Beverage • ASL & Caption Services <p>SOLD</p>	<ul style="list-style-type: none"> • 2 Conference Complimentary tickets (includes lunch) • Logo featured on conference website • Logo placement on sponsor poster board • Logo placement on conference slide show • 1 dedicated social media posts • Invitation to special events

Participate and Become a Sponsor Today!

Contact Ana Maria Faria, VP Easter Seals Canada at 416-932-8151 afaria@easterseals.ca

To Register for the event contact 416-932-8382 ext. 243.



www.easterseals.ca



For more information, please contact:

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Charitable Registration Number: 12903 1118
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is accredited under
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