



amputee
coalition™



2022

PARTNER &
SPONSOR
OPPORTUNITIES

Contact Us

703/330-1699, ext. 8139

development@amputee-coalition.org



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Your opportunities to support those living with limb loss and limb difference

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Get to Know Us

Our Mission

To reach out to and empower people affected by limb loss and limb difference to live life well through **education**, **support** and **advocacy**, and to promote limb loss prevention.

Empowering those with limb loss and limb difference through...

Education

- National Conference
- National Limb Loss Resource Center
- Limb Loss Education Days
- Limb Loss Awareness Month
- First Step Guide
- inMotion Magazine
- Prosthetist Finder
- Educational Webinars
- State by State Resource Map



Support

- Certified Peer Visitor Program
- National Peer Support Group Network
- Youth Camp
- Certified Caregiver Peer Visitor Program
- Parent Support Network
- Hospital/Rehab Facility Partner Program
- Mental Health & Wellness Support



Advocacy

- Advocacy Forum
- Lead Advocate Training Program
- Limb Loss Task Force
- Amplify Toolkit
- Federal & State Issue Overviews
- Contact Your Representative Tool
- Research Partnerships to Inform Issues
- Corporate Council



"[Amputee Coalition] is my go-to resource for information, peer support, new advances in technology and an overall feeling of inclusiveness."

~ Support Group Member & Conference Attendee

Become a National Sponsor

The Amputee Coalition's National Sponsors receive a multitude of benefits, all year long for your generous support. Your partnership with us means higher visibility for your brand in the limb loss and limb difference community. As a partner, you reach our 1.3 million+ website visitors, 158,000+ social media followers, 2,000+ event attendees, and over 40,000 readers of our publications.

Your sponsorship helps us fulfill our mission to support all 2.1 million Americans living with limb loss and limb difference, and the 28 million more at risk. The Amputee Coalition is the nation's leading organization and trusted resource for the limb loss and limb difference community. Your sponsorship does good — and is good business.

More reasons to be a sponsor

Maximize exposure and increase awareness of products and services to consumers and end users

Showcase your generosity and achieve your social responsibility goals

Support the mission of a nationally recognized charity

Make a positive impact on someone's limb loss or limb difference journey

Change lives for the better



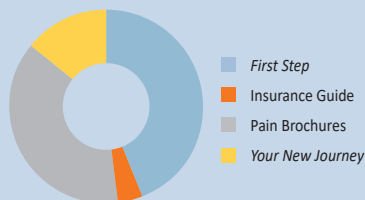
1,327,673
web site
visitors



8,850 people served
by National Limb Loss
Resource Center



158,008 social
media followers



119,558 resources
disseminated



125 campers and
counselors with limb
loss or limb difference
attended camp



1,310
people attended
Virtual National
Conference in 2020.

"Utmost gratitude for the powerful experience of bringing the limb loss community together in such an inspirational way! I [am] stronger every year because of the connections AC and [their partners] provide."

~ Community Member

Your National Sponsor Benefits

Benefits & Levels	Diamond \$65,000	Platinum \$45,000	Gold \$32,000	Silver \$20,000	Bronze \$10,000	Patron \$5,000
Logo & link of your choice on our National Sponsor webpage	✓	✓	✓	✓	✓	✓
Recognition on Amputee Coalition home page	Logo	Logo	Logo	Logo	Name	Name
Recognition on sidebar of <i>inMotion</i> magazine	Logo	Logo	Logo	Logo	Name	Name
Use of Amputee Coalition sponsorship logo on your digital media (review required)	✓	✓	✓	✓	✓	✓
Recognition in our Annual Report	Logo	Logo	Logo	Logo	Name	Name
<i>inMotion</i> recognition ad (Jan/Feb issue)*	Logo	Logo	Logo	Logo	Name	Name
20% discount on bulk orders of First Step and Insurance Guide	✓	✓	✓	✓	✓	✓
Free sample copy of all new publications	✓	✓	✓	✓	✓	✓
Ad and link in "Message From National Sponsors" email	4 times	4 times	3 times	2 times	1 time	
Discount on <i>inMotion</i> and "On the Move" eNewsletter advertising	20%	15%	10%	5%		
Side-bar ad on Prosthetist Finder website****	✓	✓	✓			
Featured post on our Blog about partnership****	✓					
National Conference Benefits						
Conference booth space (in person)***	4 comp	3 comp	2 comp	1 comp	20% off	15% off
Conference booth space (virtual)	Premier	Premier	Premier	Essential	20% off	15% off
Priority selection of booth location (for virtual, your booth will have priority listing)	1st	2nd	3rd	4th	5th	6th
Recognition in conference program (in person & virtual)	Logo	Logo	Logo	Logo	Name	Name
30-second social media video on Amputee Coalition channels**	✓	✓	✓	✓	✓	✓
Recognition sign in your booth (in person & virtual)	✓	✓	✓	✓	✓	✓
Welcome banner recognition (in person & virtual)	Logo	Logo	Logo	Name	Name	
Recognition on conference t-shirt	Logo	Logo	Logo	Name	Name	
National Conference program advertising	Full Page	½ page	10% off	5% off		
Verbal recognition at opening ceremony (in person and virtual)	✓	✓				
1 complimentary technical session (in person and virtual)****	✓					
Youth Camp Benefits (Diamond & Platinum receive Explorer benefits, Gold receives Scout benefits from page 11)						
Branded giveaway/literature in camp swag bags**	✓	✓	✓	✓	✓	
Recognition on youth camp webpage with link	Logo	Logo	Logo	Name	Name	
Recognition on banner (in person) or slide (virtual)	Logo	Logo	Name	Name		
Sponsorship recognition on camp T-shirt	Logo	Logo	Name			
Social media shoutouts on our channels	✓	✓	✓			
Recognition in pre-camp emails to parents	✓	✓	✓			
Listed in all camp wrap-up articles (email & blog)	✓	✓	✓			
Recognition in post-camp emails to parents	✓	✓				
Recognition during Camp Closing	✓	✓				
Exclusive recognition on 1 day of camp (first come, first choice)	✓	✓				
Limb Loss Education Day Benefits						
Free (1) tabletop exhibit with signage (in person)	✓	✓	✓	✓	✓	50% off
Free (1) branded networking table (virtual)	✓	✓	✓	✓	✓	50% off
Recognition on slides (virtual)	Logo	Logo	Logo	Name	Name	
Recognition in LLED program (in person and virtual)	Logo	Logo	Logo	Name	Name	
Branded giveaway for attendee swag bag (in person)	5 items	4 items	3 items	2 items	1 item	
Recognition in attendee wrap-up email with link of your choice	Logo	Logo	Name	Name		
Verbal recognition during welcome event (in person and virtual)	✓	✓				

*Contract must be signed by November 1, 2020 to guarantee this benefit
**Guidelines and approval apply

***Additional booths will be billed at member rates in the exhibitor prospectus
****New benefit

National Conference Sponsorship & Exhibits

As the only national event designed specifically for people living with limb loss and limb difference, our National Conference lets you connect and engage with the community. Our conference is the largest gathering of our community members. Our 2022 National Conference will be in Palm Desert, California August 10-13 & will also have a virtual component.

Location: Palm Desert, California & Virtual

Online Platform: TBD

Schedule: www.amputee-coalition.org

Attendee Profile. Who Will You Reach!

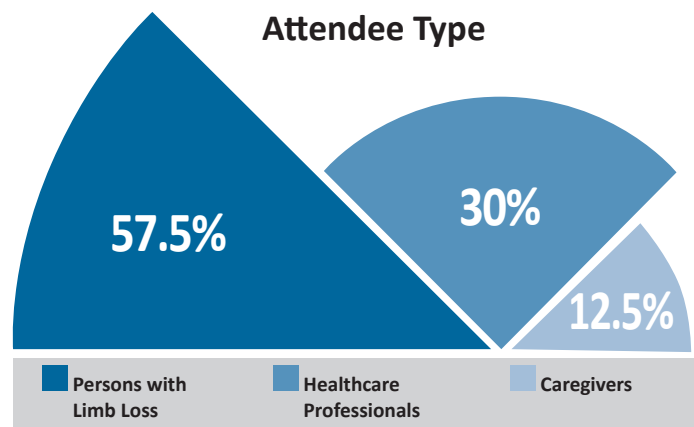
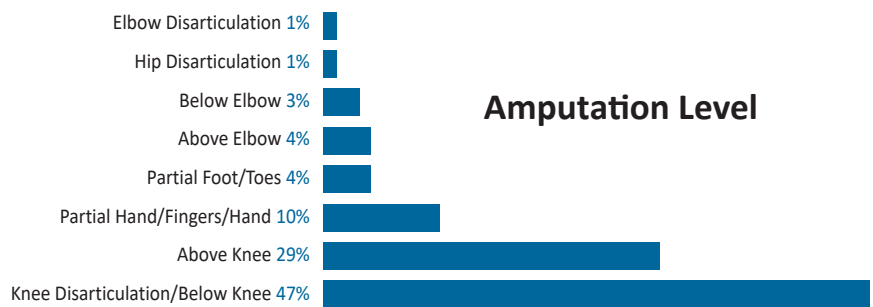


Exhibit Hall was second only to networking as a reason to attend the Amputee Coalition National Conference.

94.4%

were satisfied or very satisfied with the Conference

97.3%

would recommend the Conference

93.7%

were satisfied or very satisfied with the quality of the sessions

82%+

spent 2 or more hours in the Exhibit Hall

60%

first time attendees

"It was inspiring to see other people living with amputations like mine, and getting information directly from exhibitors about their products...was very helpful."

~ Conference Attendee

Exhibit Booth Packages

Virtual

Booth Benefits	Premier Exhibitor \$2,500	Essential Exhibitor \$1,500	Nonprofit/Hospital Partner \$250
Customize your company page to match your brand with logo/header image or brief video. Build participating staff profiles.	✓	✓	✓
Company logo and description in exhibitor listings	✓	✓	✓
Searchable parameters for attendees	✓	✓	✓
One-on-one video chat ability with attendees — easily initiate video chat conversations and schedule qualified meetings	✓	✓	✓
Ability to private message with attendees and download chat logs	✓	✓	✓
Lead data in almost real-time from your exhibitor portal	✓	✓	✓
Dedicated, branded table for your organization to interact with attendees in the Networking Lounge	✓		
Access to contact data for up to 3 educational sessions of your choosing.	✓		
One push notification to your booth during the first 2 days of conference.	✓		
Featured on home page sponsor and exhibitor listing.	✓		
Registrations included	4	2	1
Extra registration cost	\$75	\$75	\$50



NATIONAL
CONFERENCE

Exclusive Sponsorship Opportunities

What You Get	Cost
Registration: Sponsor our registration process and get early exposure to every attendee who registers, including through registration follow-up emails. You can place a custom graphic ad on the registration confirmation and include a link of your choice. Exclusive opportunity to the first taker!	\$5,000
Conference Access Sponsor: Help keep the cost of conference low and accessible for all attendees. Your sponsorship allows us to offer a \$50 conference registration for community members, and hardship registrations for those in need. You will be recognized with an ad on the conference homepage (link of your choice), a branded networking table, and verbal recognition for your partnership by our CEO during conference.	\$10,000
Technology Session: These sessions allow your company to present your latest products and service directly to consumers. Be the presenter and provide education and information on new and emerging products and services from your company! These popular sponsored sessions are offered on a first-come, first-served basis.	\$1,500 each
Networking Lounge Table: A dedicated, branded table in the Networking Lounge for you to interact with attendees. Includes 1 conference registration.	\$1,000
"Waiting Room" Advertisement: Video played while attendees are waiting to access a session.	\$500
Push Notification: One (1) push notification during the conference directing attendees to visit your booth or networking table.	\$500
Advertising: Banner ad on the conference home page, to displayed for one-day, linking to your exhibit booth or networking table. Limited slots - first come, first serve.	\$750
Keynote/Plenary Sponsor: Sponsor one of our exciting general session, and your company representative can introduce the session, as well get branded, linked recognition on the session listing in the agenda. Limited opportunities - first come, first serve.	\$1,500
On-Demand Provider: Allow attendees to access the recorded sessions, long after the conference concludes. Recognition in all On-Demand emails to attendees, including post-conference survey. And the ability to feature one (1) company promo as first, pinned video in the On-Demand library.	\$2,500



Final Virtual Program Advertising

Be in the one and only conference publication! Get a premium spot. The final program will include all information about sessions, times for events, floor plans for the hotel, and information about exhibitors and speakers! Every attendee gets one, and it will be their lifeline for the duration of the conference.

Full-Page Ad	\$500
1/2 Page	\$250

Sponsor a Limb Loss Education Day

Get Personal

Attending an LLED is personal and local. Our virtual events will be oriented around causation, while our in-person events will help community members connect in their area. People are dedicating a day to finding support and information, and your company is a key part of all that happens!

Event Sponsor*: \$3,000

In-person and Virtual

- Acknowledgment of Event Sponsorship on Amputee Coalition Limb Loss Education Day Web and social media event pages for the specified LLED
- Logo placed on signage and program for the event
- Representative may welcome participants on behalf of company during the opening and closing
- Include flyer/giveaway (in-person) or one-time email to attendee list (virtual)
- Complimentary exhibit

Lunch Sponsor*: \$1,000

In-person only

- Acknowledgment of Lunch Sponsorship on Amputee Coalition Limb Loss Education Day Web page for individual LLED lunch
- Logo placed on a 8.5 x 11 lunch sign and the program for the event
- Representative may welcome participants on behalf of company during lunch
- Opportunity to include flyer or giveaway in LLED Welcome Bag

* Limited to 1; can be a shared sponsorship for interested parties



Showcase

- Company: \$250
- Nonprofit: \$50
- Social Media Recognition
- Two registrations
- In-person:
 - Six-foot table & two chairs
 - Lunch
- Virtual
 - Interactive Digital Space
 - Data analytics

All agreements must be approved, signed, and payment received five business days prior to the event. Contact Ryan McHugh at rmchugh@amputee-coalition.org or 703-330-1699 x8139.

Youth Summer Camp

Since 2000, Youth Camp has served kids age 10 to 17. In 2015, we added the Leadership Camp to help 18- and 19-year-olds acquire life skills as they transition to adulthood. Leadership Campers also serve as mentors, providing guidance and support that only others living with limb loss or difference really understand.

Youth Camp is free to every participant — even their travel costs to camp are covered. Our goal is to provide a traditional summer camp experience for kids living with limb loss and limb difference. Campers tell us the friendships and role models are the most important part of camp. Camp is about building a network of individuals dealing with the same challenges as you. A network that you rely on beyond the one week at camp. A network that becomes like family. You can help make this possible.

Supporter Levels

Explorers support a ½ day’s worth of camp activities for 200 campers this year.

Scouts offset the costs to allow one amazing kid to participate in camp.

Camp Sponsorship Benefits	Explorer (\$7,500)	Scout (\$2,000)
Recognition on camp website with link	✓	✓
Recognition on camp banner	✓	
Recognition on camp t-shirt	✓	
Branded giveaway in camper package (in-person only)	✓	
Social media shout-outs	✓	✓
Recognition in pre-camp emails to parents	✓	✓
Listed in <i>On the Move</i> and Youth eNewsletter camp wrap-up articles	✓	✓
Recognition in emails to parents before, during, and after camp	✓	
Recognition during key camp activities including the Closing Ceremony	✓	
Exclusive recognition on one-day of camp (first come, first choice)	✓	

NOTE: Diamond and Platinum National Sponsors already receive all Explorer Level benefits. Gold National Sponsors already receive Scout Level benefits



Activity

- Yoga Sessions
- Dance Lessons
- Movie Nights
- STEAM Activities
- Virtual Escape Rooms
- Scavenger Hunt
- Herb Garden

Connection

- Icebreakers
- Cabin Breakout Time
- Group Challenges
- Level Specific Breakout Sessions
- Lean on Me Circle



Support

- Trained Staff and Counselors
- Guided Discussions on Health, Well-Being, and Community Living Skills
- Education & Career Path Coaching

“Your donation impacts the lives of so many young people, including myself. You help bring us together and develop life-changing relationships that make us the people we are today.”

~ Kalley Alane Stevens, former camper

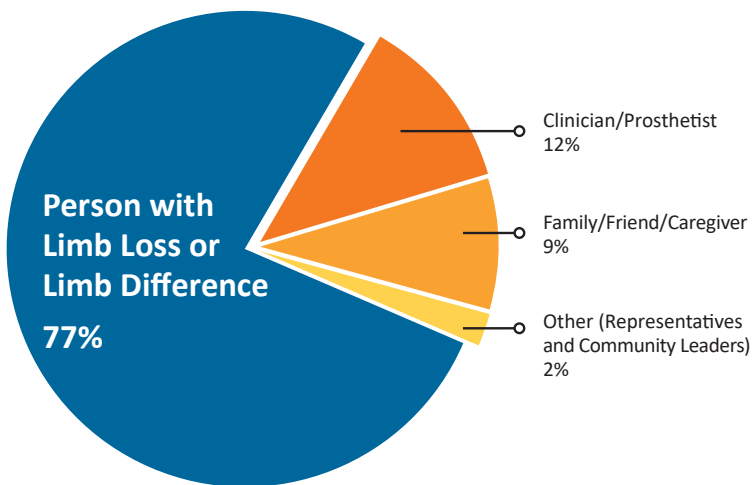
Media Advertising

People with limb loss or limb difference are the sole focus of the Amputee Coalition. Our mission includes empowering people through support, advocacy and education, which is the center of *inMotion* magazine and our quarterly eNewsletter, *On the Move*.

Our publications reach tens of thousands of people every year with inspiring stories and timely and trusted information.

These monthly connections to the community are a pivotal part of providing support to help people live life well.

We invite you to consider advertising as a way to align your message with the Nation's leading resource for the limb loss and limb difference community.



Who Reads Our Publications?



“One of the things I like most about inMotion magazine are the advertisements highlighting products I didn’t know about.”

~ Sharon, *inMotion* reader

“I’m grateful for everything I’ve learned from reading inMotion on overcoming obstacles, technology available, and dealing with common health-related issues.”

~ John, *inMotion* reader

Plan for Results

Every issue of *inMotion* is designed to introduce people to new resources, to provide support and education, and to empower readers to take charge of their lives. Our topics cover all levels and types of limb difference and include sections like:

- Living with Limb Loss and Limb Difference
- Family and Community
- Service to Others
- Health and Wellness
- Technology
- Outlook

Popular Stories

- Pain Cessation Alternatives and Opioid Dependency
- The Community's Struggle With Insurance Issues
- Advocacy: The Voice of the Limb Loss/Limb Difference Community
- Living Life to Its Fullest; Stories of Success



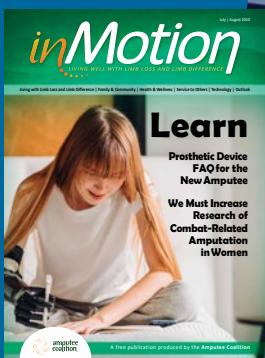
Amplify Through Social Media

We post stories on social media as well, which adds even more people to our readers!



What do we say?

inMotion is the trusted source for information about living well with limb loss and limb difference. Written and produced by content experts, professional writers and our staff, we listen to the questions and conversations posed by the community to make sure every issue is a page-turner.



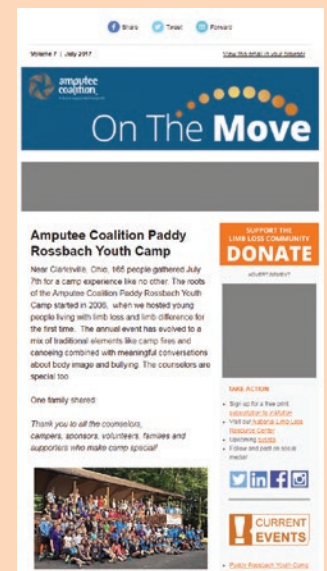
Getting Looks

108,219 *inMotion* pages were viewed online in the past 12 months.

On the Move

Sent quarterly to more than 40,000 valid email addresses.

Count your clicks and create specialized content or testing to draw in readers.



2022 Media Specs, Rates and Dates

inMotion

2022 Rates

	1 Issue	3 issues	6 issues
2-Page Spread	\$4,250	\$4,000	\$3,750
Back Cover	\$4,000	\$3,750	\$3,500
Inside Front or Back Cover	\$3,750	\$3,500	\$3,250
Full Page	\$3,000	\$2,900	\$2,800
1/2 Page	\$2,000	\$1,900	\$1,800
1/3 Page	\$1,500	\$1,400	\$1,300
1/4 Page	\$1,000	\$950	\$900
1/6 Page	\$500	\$475	\$450

2022 Dates

Issue	Advertising Close	Materials Due
Jan/Feb	Nov 8, 2021	Nov 12, 2021
Mar/Apr	Jan 10, 2022	Jan 14, 2022
May/June	Mar 7, 2022	Mar 11, 2022
Jul/Aug	May 9, 2022	May 13, 2022
Sep/Oct	Jun 27, 2022	Jul 1, 2022
Nov/Dec	Sep 5, 2022	Sep 12, 2022

PLEASE NOTE: If an advertiser fails to provide material required to meet the deadlines for an issue in which they reserved space, the most recent published advertisement available will be repeated. If no advertisement is available, the advertiser agrees to pay for the space reserved.

Publication Trim Size

8.125" x 10.875"

Material Requirements

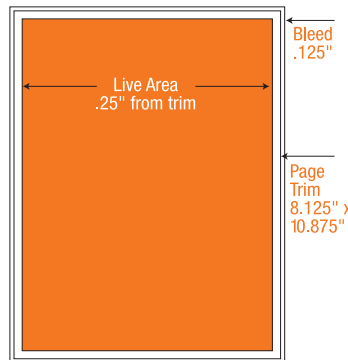
Email 300 DPI resolution digital ad files in CMYK PDF format to advertising@amputee-coalition.org. Be sure fonts are embedded, **type is .25" from trim**, include crop marks, and a .125 bleed on all sizes.

Artwork

All additional production costs will be billed separately to the advertiser. Minimum charge is \$100.

Fonts

Please make sure that black text in the original files is not saved as four-color process. When converting files to PDF, check the Preserve Black Objects selection in Adobe Acrobat Professional.



Ad Sizes

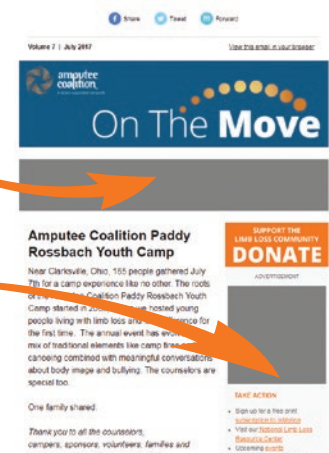
Page Unit	Width x Height
2-Page Spread (trim)*	16.25" x 10.875"
Full Page (trim)*	8.125" x 10.875"
Full Page (no bleed)	7.125" x 9.875"
1/2 Page Horizontal	7.125" x 4.85"
1/2 Page Vertical	3.5" x 9.875"
1/3 Page Vertical	2.25" x 9.875"
1/4 Page	3.47" x 4.85"
1/6 Page	2.25" x 4.85"

* All type **MUST** be .25" away from trim area. Crop marks and all other printer's marks **MUST** be .125" away from the artwork.

On the Move

Full-Width Banner		
Rate	Size	Specs
\$750 per edition	600 px X 100 px	JPEG format. To ensure readability, the height of the smallest lowercase letters in the ad should be at least 6 pixels tall.

Sidebar Ad		
Rate	Size	Specs
\$500 per edition	190 px X 190 px	JPEG format. To ensure readability, the height of the smallest lowercase letters in the ad should be at least 6 pixels tall.



Sizes for *On the Move* eNewsletter advertisements are subject to change as the Amputee Coalition may modify the format of the newsletter. Companies under contract will receive 30 days notice before any change in format takes effect to provide the Company the opportunity to submit a revised advertisement.

2021 National Sponsors

Join Our Community

DIAMOND SPONSOR



PLATINUM SPONSOR



GOLD SPONSOR

SILVER SPONSORS



BRONZE SPONSORS



PATRON SPONSORS





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