



SPINA BIFIDA
ASSOCIATION



2021
Partnership
Prospectus

About SBA

Since 1973, the Spina Bifida Association (SBA) has been building a better and brighter future for all those impacted by Spina Bifida through research, advocacy, clinical care, education and support, and network building. SBA has a presence in communities across the nation and is the only national voluntary health agency solely dedicated to serving those with Spina Bifida, their families, and the health care professionals who care for them.

What is Spina Bifida?

Spina Bifida is a birth defect that develops during the first month of pregnancy, which leaves a gap or lesion on the spinal column. While the gap can be closed or the lesion removed, either in utero or shortly after birth, Spina Bifida is a lifelong disability that can result in full or partial paralysis or other mobility issues, neurological complications, hydrocephalus, bowel and/or bladder incontinence, learning and executive function disorders, and deadly latex allergy. Where the Spina Bifida is located on the spinal column determines the severity of the disability, but no two people will experience the same Spina Bifida journey.

Why partner with us?

SBA serves individuals with Spina Bifida, family members, caretakers, friends, health care professionals, Chapter leaders, and disability advocates across the U.S. We pride ourselves on forming custom partnerships that meet the needs of both your company and the Spina Bifida community. While we have exhibitor and sponsor levels for each of our events, we also have a variety of other opportunities that you can pick and choose from (or approach us with an idea of your own). With an extensive network of corporate and affiliated Chapters, relationships with clinics across the nation, and significant audiences on social media, we work to bring maximum value to all our partners.



Our 2021 Events

Teal On The Hill (VIRTUAL)

March 1-5

Teal on the Hill is an annual event that brings hundreds of members of the Spina Bifida community together from across the U.S. to advocate for issues such as continued funding for the National Spina Bifida Program at the Centers for Disease Control & Prevention (CDC); disability rights; and affordable and accessible health care, medical supplies, and technologies. Join us in 2021 for two days of virtual education, training, and state strategizing followed by meetings with Members of Congress.

For more information, visit

<https://www.spinabifidaassociation.org/teal-on-the-hill/>

Who Attends?

350 individuals with Spina Bifida, family members, and health care professionals from 44 states and the District of Columbia registered in 2020, resulting in more than 2,000 emails to Members of Congress.

Education Days (VIRTUAL)

March 13, 2021 (For Adults Only)

May 15, 2021 (For Parents Only)

September 18, 2021 (For Spanish-Speaking Adults & Parents)

Each year, SBA hosts a series of day-long learning opportunities designed to provide essential and affordable education from experts in the field to the Spina Bifida community. Combining medical and social sessions, our Education Days empower individuals with Spina Bifida and their caretakers to lead productive and fulfilling lives. Join us in 2021 as we partner with regional hospitals and clinics in CA, DC, MD, PA, and VA to host one adult-focused day, one parent-focused day, and one combined Spanish-language day.

For more information, visit

<https://www.spinabifidaassociation.org/education/education-days/>

Who Attends?

50-100 individuals with Spina Bifida and their families attend each Education Day, providing an opportunity for vendors to interact with folks in a more intimate setting than larger conferences can provide.





Clinical Care Meeting (VIRTUAL)

June 4-6

This meeting is an opportunity for health care professionals serving the Spina Bifida community to network, partner, and collaborate. Attendees learn about the work of SBA's Collaborative Care Network, the *Guidelines for the Care of People with Spina Bifida*, the National Spina Bifida Patient Registry, the latest in research, clinical care best practices, and much more. In 2021, we will be partnering with Children's Hospital of Philadelphia to host this second annual event.

For more information, visit

<https://www.spinabifidaassociation.org/clinical-care-meeting/>

Who Attends?

150+ healthcare providers attended our inaugural Clinical Care Meeting in Chicago in 2019.

Kids Camp (VIRTUAL)

July 12-16

This is a one-week virtual summer camp incorporating elements of an in-person overnight camp into a virtual program where children can participate from home. Daily activities will focus on dexterity, creativity, STEM, and physical movement appropriate for varying cognitive and physical disabilities. The program will also provide social components to address isolation, mindfulness, and connection to children with similar interests and experience. This is the first year that SBA will be holding this camp. **Stay tuned for more information!**

Adult Leadership and Empowerment Program

(VIRTUAL)

July

This transformational 12-week training program was developed specifically to empower adults with Spina Bifida to discover their untapped strength and potential. Participants will be equipped with the knowledge and tools needed to increase their independence, establish support systems, and become leaders within their communities. Participants will be limited to 30. **Stay tuned for more information!**

Walk-N-Roll for Spina Bifida (VIRTUAL)

October 2

The Walk-N-Roll for Spina Bifida is a family-friendly event consisting of a non-competitive one-mile walk/roll, educational resource fair, games and activities, and amazing opportunities to connect with other families. In 2021, rather than hosting a series of local events throughout the country, SBA will hold a National Day of Walk-N-Roll where folks can celebrate via a schedule of livestreamed events.

For more information, visit www.walknrollforsb.org

Who Attends?

1K+ people registered for our National Day of Walk-N-Roll in 2020 and social media posts on event-day reached 10K people.



Other Partnership Opportunities

SB-YOU Webinars

In 2021, our SB-YOU webinar series for adults with Spina Bifida will tackle topics such as women and relationships, sexual health for men and women, health after 40, and personal safety. Each webinar pairs a medical professional with a real-life expert on that topic (an adult with Spina Bifida). Webinars are hosted live, recorded, then housed on SBA's website for 24/7 access. Sponsor logos are included on the marketing materials and during the webinar. Sponsors also receive a verbal thank you and the opportunity to say a few words to attendees during the live event. Number of registrants varies by topic (lowest=40, highest=737).

Co-Hosted Webinars

SBA can work with your company to co-host a webinar on a topic of relevance to the Spina Bifida community. Provide a subject-matter expert, and SBA will provide a second expert or webinar host. Your company will be co-branded in all marketing materials, and the webinar will be recorded and housed on SBA's website for 24/7 future access. Number of registrants will vary by topic.

Information Sheets and Other Resources

SBA has published a variety of information sheets on topics important to the Spina Bifida community, ranging from an *Expectant Parent's Guide to Spina Bifida* to *Traveling with a Disability*. Companies can sponsor existing information sheets by including their logo at the bottom or work with SBA to create a new and needed resource. To view available information sheets, visit <https://www.spinabifidaassociation.org/information-sheets/>.

Spanish Language Translation

SBA recognizes the need to translate its existing resources into Spanish since there is a higher incidence of Spina Bifida in the Hispanic community. If your company would like to sponsor the translation of one or more Spina Bifida resources, your company logo will be included on the new resource.

SBA Blog Posts

If your company has educational information it would like to share with our community, you can guest author a blog or we can write one for you. Products and services your company has to offer can be mentioned within the blog as a resource and/or you can offer a discount to our community members. All newly-published blogs are posted to our Facebook page (see Social Media below).

Social Media

Another great way to share information with the Spina Bifida community is through one or more social media posts on Facebook, Twitter, and Instagram. We can work with your company to map out a campaign that revolves around a blog on SBA's website, an outside resource you'd like to share, a product or service discount, request for survey participation, etc. SBA has an audience of 45K on Facebook, 30K on Twitter, and 7K on Instagram.

E-Blasts

SBA's database contains 25K individuals with Spina Bifida, family members, friends, caregivers, health care professionals, and disability advocates. While we do not typically send advertisements to members of our list, we can include educational information or information about partnerships in our monthly SBA Update, which is sent to our entire database.

Discounts on Products and Services

If your company is interested in donating a portion of sales to SBA or offering a discount on a product or service to Spina Bifida community members, we are happy to discuss options for partnership.



Partnership Cost Guide

	\$1,000+	\$2,500+	\$5,000+
Blog + Social Media Post + E-Blast Campaign	✓		
Spanish Translation		✓	
Webinar		✓	
Information Sheet/ Other Resource			✓

NOTE: The costs noted above are starting costs for partnership. SBA will work with your company to develop a custom agreement that will include a final cost for partnership.

If you are interested in sponsoring an event or creating a custom partnership package, please contact one of the following individuals:

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Relations Manager*

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Thank you for supporting SBA!



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