



**TEAL  
ON THE  
HILL  
2023**



# February 26-28, 2023 6th Annual Spina Bifida Advocacy Event Sponsorship Prospectus

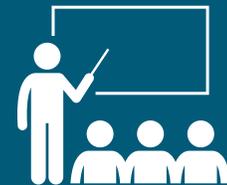
For 50 years, the Spina Bifida Association has been advocating for the Spina Bifida community. **Teal on the Hill** was established in 2018 as an annual event to bring members of the community together and advocate for issues such as increased funding for the CDC, disability rights, and affordable and accessible health care, medical supplies, and technologies for individuals impacted by Spina Bifida. Teal on the Hill has united hundreds of advocates and legislators to build a better and brighter future for those impacted by Spina Bifida.

If your company has a product or service that benefits the Spina Bifida community, we invite you to become a sponsor of 2023 Teal on the Hill. It's a great way to showcase all that your organization has to offer individuals with Spina Bifida, their families, and the healthcare professionals who serve them.

## Why Sponsor Teal on the Hill?

- **Engage** the Spina Bifida community, disability advocates, and stakeholders interested in learning about products and services that enhance the health and independence of those living with Spina Bifida.
- **Support** policies that ensure that those living with Spina Bifida can live healthy and productive lifestyles.
- **Maximize** your reach and develop relationships through The Spina Bifida Association's nationwide network of chapters, care partners, and those living with Spina Bifida, their families and caregivers.
- **Enhance** your visibility through Teal on the Hill via multiple social media channels, website, blogs and press releases.

## Teal on the Hill



Advocate Training  
February 26-27, 2023  
Anticipated Advocates: 150+



Teal on the Hill Meetings  
February 28, 2023  
Legislators: 100+  
Anticipated Advocates: 150+

### CONTACT:

Stephanie Myers, Manager of Corporate and Individual Giving  
SMYERS@sbaa.org, (202) 618-4745

# EXHIBITOR AND SPONSOR OPPORTUNITIES

**Presenting Sponsor** - This is a unique opportunity for access, visibility and engagement with the Spina Bifida community including our advocates, leadership and influencers. There will be opportunity for SBA's President & CEO, Sara Struwe, to meet with your corporation leadership, review corporate goals for SB-related products and the barriers that limit access, and explore ways to increase exposure to the Spina Bifida community.

Benefits	Presenting \$10,000	Teal \$5,000	Blue \$2,500	Silver \$1,000	Exhibitor \$500
Presenting Sponsor of 2023 Teal on the Hill	X				
Opportunity for SBA's CEO, Sara Struwe, to meet with your corporation leadership and review corporate goals for SB-related products and the barriers that limit access or use by people living with Spina Bifida	X				
Introduce your company during the advocate training welcome session	X				
Opportunity to present an educational training during the advocate training session if applicable and approved by SBA (10-15 minutes)	X				
Recognition as Presenting Sponsor on all marketing materials	X				
Submit video to play during a break in the advocate training session	X				
Opportunity for representatives of your company to attend meetings with SBA advocates and individual legislators	10	5			
Opportunity to add a bumper slide during a break in the Teal on the Hill advocate training session	X	X			
Access to full list of attendees who opted-in to receive information from sponsors at the conclusion of the event	X	X			
Social media "shout out" on your preferred social media platform	3	2	1		
Recognition on E-blasts	X	X	X	X	
Verbal recognition during Teal on the Hill celebratory closing session	X	X	X	X	
Custom Teal on the Hill supporter image for display on social media	X	X	X	X	
Recognition as sponsor in the virtual exhibit hall with the opportunity to include resource links	X	X	X	X	X

## Additional Opportunities:

**\*Exclusive\* Happy Hour Hero - \$5,000** Opportunity to host a fun and engaging break of your choice during the celebratory happy hour after Teal on the Hill. Company can provide icebreaker games, trivia questions, custom snack and drink demos, or a coupon code to meal app that will help make new connections all over the digitally connected world.

**The Mighty Citizen - \$2,500** Opportunity for your company to sponsor up to 25 advocates at Teal on the Hill in 2023. Company logo featured in the virtual exhibit hall and verbal recognition during the Teal on the Hill welcome and closing advocate training session.

**The Digital Champion - \$750** Your company's logo featured on the sponsor recognition section on promotional E-blasts and in the virtual exhibit hall.

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