

# 2021 GIGI'S NATIONAL LEADERSHIP CONFERENCE

COURAGE • COMMUNITY • CLARITY



November 3-7, 2021 • 500+ Attendees

Each year, GiGi's dedicates 4 days of training and development for our National network of 60+ playhouses and startups at our Leadership Conference. Attendees include 500+ playhouse volunteers, staff and board members who come together for networking and learning opportunities related to our mission.

Sessions are targeted to create consistent, effective and measurable outcomes emphasizing a lean, performance-based culture in support of our replicable Playhouse model.



Down Syndrome Achievement Centers  
educate. inspire. believe.

Renaissance Hotel • 1551 Thoreau Dr., Schaumburg, IL

#### Reach:

- 1.3 Million Facebook and Instagram fans (monthly)
- 180,000 monthly Website views
- 25,000 Playhouse families served

#### Profiles:

- 98% women-led
- 70% board members: professional business executives/owners, educators, and therapists
- 30% GiGi's Playhouse site managers and program specific volunteers
- 99% volunteer run

#### Topics:

- Board development and governance
- Fundraising and grant writing
- Information technology
- Programs
- Community engagement
- Marketing
- Social media
- and more!



[gigisplayhouse.org](http://gigisplayhouse.org)

# 2021 National Leadership Conference Sponsorship Opportunities and Benefits

## Platinum Sponsorship \$10,000

- Exclusive sponsor for Saturday night dinner and dance for all attendees (with up to 3 additional attendees) including significant signage throughout the event
- Opportunity to present during one of the breakout sessions on Saturday (approval on topic and presentation required by leadership conference personnel)
- Your organization/business logo displayed prior to opening comments on Saturday
- Your organization will receive recognition during opening comments on Saturday of conference
- GiGi's Playhouse will list your organization/business as a sponsor on the conference website
- You will have an option to place an item in conference attendee "swag bag."
- Exhibitor table will be available free of charge for your organization/business on Thursday-Saturday
- You will receive two mentions on all national social media prior to/post-event
- You will receive a mention as a sponsor of the event in a press release provided to all media



## Gold Sponsorship \$5,000

- Exclusive sponsor for either Friday night or Saturday night cocktail party with all attendees, Playhouse presidents and board members (with up to 3 additional attendees for cocktail event)
- Your logo displayed prominently throughout the appropriate cocktail reception
- Your organization/business logo will be displayed prior to opening comments (either Friday or Saturday) to coordinate with cocktail reception)
- Your organization will receive recognition during opening comments on either Friday or Saturday of conference.
- GiGi's Playhouse will list your organization/business as a sponsor on the conference website
- You will have an option to place an item in conference attendee "swag bag."
- Exhibitor table will be available free of charge for your organization/business on Thursday-Saturday
- You will receive two mentions on all national social media prior to/post-event
- You will receive a mention as a sponsor of the event in a press release provided to all media

## Conference App Sponsorship \$2,500

- Exclusive sponsor for National Leadership Conference App, including co-branding with GiGi's Playhouse on app used by all attendees at conference
- Your organization will receive recognition during opening comments on Friday of conference
- GiGi's Playhouse will list your organization/business as a sponsor on the conference website
- You will have an option to place an item in conference attendee "swag bag."
- Exhibitor table will be available free of charge for your organization/business on Thursday-Saturday
- You will receive one mention on all national social media prior to event
- You will receive a mention as a sponsor of the event in a press release provided to all media

## Silver Sponsorship \$2,000

- Exclusive sponsor for attendee lunch on either Thursday, Friday or Saturday with your logo prominently displayed during lunch
- Your organization will receive recognition during opening comments (on appropriate day to coordinate with lunch day selection)
- GiGi's Playhouse will list your organization/business as a sponsor on the conference website
- You will have an option to place an item in conference attendee "swag bag."
- Exhibitor table will be available free of charge for your organization/business Thursday-Saturday
- You will receive one mention on all national social media prior to or post event
- You will receive a mention as a sponsor of the event in a press release provided to all media

## Exhibit Table Sponsorship \$500

- Your organization/business logo displayed at registration table
- An exhibitor table will be available to your organization/business on Thursday-Saturday

## Other Add-On Items:

- Branded lanyards - \$1,000
- Co-branded conference tote bags - \$1,500 (Bag will be co-branded with GiGi's Playhouse and provided by GiGi's).

## Our Mission and Purpose:

**To change the way the world views Down syndrome and to send a global message of acceptance for all.**

GiGi's Playhouse is happy to customize a sponsorship to meet the needs of your organization. For more information on how to support GiGi's Playhouse families through the 2021 National Conference, please contact Sharon Fulgenzi at 847-309-7884 or at [sfulgenzi@gigisplayhouse.org](mailto:sfulgenzi@gigisplayhouse.org).