

# APTA Centennial Sponsorships and Giving Prospectus





In 2021, we will celebrate 100 years as a member association and launch our next century as the largest community for physical therapists, physical therapist assistants, and physical therapy students.

This landmark occasion coincides with the opening of our new national headquarters, APTA Centennial Center, in Alexandria, Virginia.

The centennial is a unique opportunity for our community to engage, celebrate, and serve, as we embrace our rich history and generate momentum toward our exciting future.

To support these efforts, we offer the following sponsorship and giving opportunities, which support APTA's Campaign for Future Generations.

## About the Campaign for Future Generations

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APTA's 2019-2021 strategic plan includes a goal to foster the long-term sustainability of the profession by making APTA an inclusive organization that reflects the diversity of the society the profession serves.

To support the association's commitment to diversity, equity, and inclusion, we have created a two-year Campaign for Future Generations that will conclude at the end of APTA's centennial year.

Net proceeds from APTA's centennial activities, including the event sponsorship opportunities in this prospectus, will be directed by APTA to the association's PT Fund, which includes the Minority Scholarship Fund and the Dimensions of Diversity Fund.

Funds collected for recognition and dedication opportunities within APTA Centennial Center, outlined in this prospectus, can be directed by donors to the Dimensions of Diversity Fund, Minority Scholarship Fund, or the PT Fund (unrestricted). Pledges and contributions can be made over five years (2020-2024).

Direct donations to support the Campaign for Future Generations can also be made to the Dimensions of Diversity Fund, the Minority Scholarship Fund, or the PT Fund (unrestricted).

The Minority Scholarship Fund provides scholarships to ethnic and racial minority PT and PTA students and faculty. The Dimensions of Diversity Fund will provide support for additional diversity, equity, and inclusion initiatives, as approved by APTA's Board of Directors.

Through these funds, we will establish a legacy to support the stewardship of our association and profession.

## Show Your Support

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Contact Judy Lewis, APTA senior business development specialist, to pursue APTA centennial event sponsorships or APTA Centennial Center recognition and dedication opportunities.

Phone: 703-706-3113 | Email: [judylewis@apta.org](mailto:judylewis@apta.org)

# APTA Centennial Event Sponsorships

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Net proceeds from APTA's centennial activities, including these event sponsorships, will support the Campaign for Future Generations.

## Founders Day Event at Keens Steakhouse January 15, 2021

APTA will host a celebration at Keens Steakhouse in New York, where the association was founded in 1921. The invitation-only event will have approximately 180 guests (APTA's Board of Directors, past APTA presidents, the centennial steering committee, and participants in APTA's Centennial Scholars program). Individual tickets will be \$250 each, as available.

Sole sponsorship is available for \$50,000.

Sponsor benefits:

- Recognition at all tables (card or table tent) and event entrance (based on Keens parameters).
- Recognition with one-minute announcement at the event given by APTA or sponsor representative.
- Recognition within event invitations and other promotional materials (hard copy or digital).
- Opportunity for sponsor-provided giveaway item.
- Up to 10 tickets to event.

## PT Is Universal: APTA's 100<sup>th</sup> Birthday Bash at Universal Studios February 26, 2021

APTA will host a party at Universal Studios in Orlando, Florida, in conjunction with the annual Combined Sections Meeting. APTA intends to sell 10,000-15,000 tickets to the event, with CSM attendees receiving first opportunity. Tickets will be \$25 each, including admission to the main park (which includes some Harry Potter attractions), a \$30 food voucher, and free shuttle service.

Five presenting sponsor opportunities are available for \$100,000 each. (Sole sponsorship can be considered if the offer is received before any presenting sponsors are confirmed.) Additional sponsorship opportunities within the event will be announced.

Presenting sponsor benefits:

- Recognition within event invitations and other promotional materials (hard copy or digital).
- Recognition with one-minute announcement at the event given by APTA or sponsor representative.
- Signage within the event (based on Universal Studios parameters).
- Reception area within the event (based on Universal Studios parameters).
- Recognition at event shuttles.
- Recognition in APTA communications coverage of event.
- Opportunity for cobranded T-shirts or other giveaways unique to the event.

## Centennial Gala at the Washington National Cathedral September 10, 2021

The official gala of APTA's centennial will be held at the historic Washington National Cathedral. The invitation-only event will have approximately 1,200 guests. Table sponsorship is available in advance of individual ticket sales for \$5,000. Individual tickets will be \$250, as available after initial table sales are completed.

Five presenting sponsor opportunities are available for \$50,000 each. Additional sponsorships within the event will be announced.

Presenting sponsor benefits:

- Recognition at all tables (card or table tent) and event entrance (signage).
- Recognition within event invitations and other promotional materials (hard copy or digital).
- Recognition with one-minute announcement at the event given by APTA or sponsor representative.
- Dedicated table for the sponsor.
- Recognition at event shuttles.
- Recognition in APTA communications coverage of event.
- Opportunity for sponsor-provided giveaway item.

## Future of Physical Therapy Summit September 13, 2021

APTA will host a summit in Washington, D.C., dedicated to exploring the future of the physical therapy profession. This invitation-only event will have approximately 1,000 guests. Tickets will be \$100. The event will be livestreamed and recorded for later viewing.

Five presenting sponsor opportunities are available for \$10,000 each.

Presenting sponsor benefits:

- Recognition at event entrance.
- Recognition within event invitations and other promotional materials (hard copy or digital).
- Recognition with one-minute announcement at the event given by APTA or sponsor representative.
- Kiosk (or similar) within the venue.
- Opportunity for sponsor-provided giveaway item.



## APTA Centennial Center Recognition and Dedication Opportunities

In January 2021, APTA will officially open its new national headquarters, APTA Centennial Center. The state-of-the-art new building will align with APTA's mission-based pursuit to build community, with a location that is more accessible to the public and more welcoming to APTA members and other guests. It also will support APTA's values, with a design that encourages fitness and social equality.

Donations specific to APTA Centennial Center recognition and dedication opportunities will support APTA's Campaign for Future Generations. Naming rights donors are subject to a naming rights agreement. Naming rights will span no more than 25 years.

### Conference Center

The marquee naming opportunity in APTA Centennial Center is the seventh-floor space, which includes the conference center rooms, the board room, and the rooftop terrace. A total gift of \$1 million is sought for the collective space.

- The two conference center rooms located on the seventh floor provide multifunctional spaces that can be combined to accommodate events for 250 people. Naming rights for both conference center rooms are available for a total gift of \$250,000.
- The board room on the seventh floor is a distinctive meeting space for special appointments. Naming rights for the board room are available for a gift of \$100,000.
- The rooftop terrace is located on the seventh floor and offers a spectacular view of the Potomac River and the Washington, D.C., skyline and is ideally designed for special events. Naming rights for the rooftop terrace are available for a gift of \$500,000.

## Learn More

Information on APTA's centennial activities and new headquarters is available at [centennial.apta.org](http://centennial.apta.org).

### Third-Floor Meeting Room

Naming rights for the third-floor meeting room are available for a gift of \$50,000. This room will be used primarily for staff meetings and other APTA events.

### Second-Floor Meeting Room

Naming rights for the second-floor meeting room are available for a gift of \$50,000. This room will be used primarily for staff meetings and other APTA events.

### Community Wall

Located on the first floor between the lobby and café area, the community wall will include the names of individual donors to the Campaign for Future Generations. Recognition on this wall is available for donations of \$10 or more.

### MOVE Sculpture

To be constructed in the public plaza in front of APTA Centennial Center, the MOVE sculpture will include a plaque honoring its donor. Donor recognition for the sculpture is available for a gift of \$50,000.

