

# APTA Centennial Sponsorships and Giving Prospectus





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

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 to benefit diversity, equity, and inclusion.

## About the PT Fund and the Campaign for Future Generations

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APTA established the Physical Therapy Fund in 1993 to support association's diversity, equity, and inclusion efforts through scholarships to physical therapist and physical therapist assistant students and faculty members. The PT Fund is tax exempt under IRS Code Section as a 501(c)(3) charitable organization.

The PT Fund is in the midst of a two-year Campaign for Future Generations that concludes at the end of 2021. With a goal to raise \$1 million to support APTA's commitment to DEI, APTA will contribute net proceeds from our centennial celebration events to the PT Fund in support of this campaign. Unrestricted donations will be directed toward either the Minority Scholarship Fund or the Dimensions of Diversity Fund, as needed. APTA provides financial and in-kind support to the PT Fund so that 100% of donations received go toward scholarships or other DEI efforts.

Through these funds, we will establish a legacy to support the stewardship of our association and profession. Learn more at [apta.org/pt-fund](https://apta.org/pt-fund).

## 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)

## Learn More

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

# APTA Centennial Event Sponsorships

These high-value exposure opportunities are available to companies that want to participate in and support APTA's centennial in 2021. Net proceeds from APTA's centennial activities, including these event sponsorships, will support APTA's Campaign for Future Generations.

## APTA Centennial Gala / Washington National Cathedral / Sept. 10, 2021



The official gala of APTA's centennial will be held at the historic Washington National Cathedral. This one-of-a-kind event will have approximately 1,200 guests.

### Premier Sponsor - **SOLD**

\$50,000

- Recognition at all tables via table card or tent in centerpiece.
- Recognition on all event signage and on LCD monitors in gala hall.
- Recognition within event invitations and other promotional materials (hard copy and digital).
- Recognition on signage at the Omni Shoreham, headquarters hotel.
- One-minute announcement thanking sponsor at event, or opportunity for sponsor spokesperson to say a few words.
- Dedicated table of 10 for sponsor use.
- Full-page ad in event program book.
- Recognition on all shuttle signs for the event.
- Recognition in all communication and public relations coverage for event.
- Opportunity to put a giveaway item in gala gift bags.

### Patron Sponsor

\$25,000 (two available)

- Choice of sponsorship of dessert table, pre-event reception tent, or dance party with sole recognition signage at that area/station.
- Opportunity to put a giveaway item in gala gift bags.
- Dedicated table of 10 for sponsor use.
- Half-page ad in event program book.
- Recognition on APTA centennial website.
- Recognition on LCD monitors in gala hall, showing accompanying sponsor area ("X is your sponsor tonight for the dessert table").
- Recognition on signage at the Omni Shoreham, headquarters hotel.

# APTA Centennial Event Sponsorships (con't.)

## Mary McMillan Lecture and Honors & Awards Ceremony / Sept. 12, 2021

APTA will celebrate the 2020 and 2021 APTA Honors & Awards recipients, and the 52nd Mary McMillan Lecture will be delivered by Colleen Kigin, PT, DPT, MS, MPA, FAPTA. This invitation-only event will have approximately 1,000 guests. Tickets will be \$100. This event is being held at the John F. Kennedy Center for the Performing Arts following a reception at the Omni Shoreham hosted by APTA's Catherine Worthingham Fellows.

### Premier Sponsor - **SOLD**

\$20,000 (one available)

- Two tickets to the event for the sponsor.
- 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.
- Opportunity for sponsor-provided giveaway item.

### APTA Honors & Awards Reception - **SOLD**

\$10,000 (one available)

- Logo/acknowledgement on all signage at event.
- Opportunity to send branded napkins for the event.
- Recognition within event invitations and other promotional materials (hard copy or digital).
- Verbal recognition at the event given by APTA speaker.
- Opportunity for sponsor staff (two) to attend event.

## Future of Physical Therapy Summit / Capital Turnaround – Washington, D.C. Sept. 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.

### Presenting Sponsor - **SOLD**

Five presenting sponsor opportunities are available for \$10,000 each. Presenting sponsor benefits include:

- Recognition at event entrance – all sponsor logos.
- 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, given away from exhibit table.
- Invitation to attend PTPAC Reception that evening.

### Networking Breakfast Sponsor

\$15,000

- Recognition at event entrance – sole logo.
- Recognition on all general Future of PT Summit signage (all sponsor logos).
- Recognition within event invitations and other promotional materials (hard copy or digital).
- Opportunity to provide branded napkins and/or cups.
- Invitation to attend PTPAC Reception that evening.

# APTA Centennial Event Sponsorships (con't.)

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## **Networking Lunch Sponsor**

\$20,000

- Recognition at event entrance – sole logo.
- Recognition on all general Future of PT Summit signage (all sponsor logos)
- Recognition within event invitations and other promotional materials (hard copy or digital).
- One-two minute announcement at the lunch given by sponsor representative.
- Exhibit table (6 ft) set up at the venue during lunch to hand out brochures and/or giveaway items.
- Invitation to attend PTPAC Reception that evening.

## **Speaker Green Room Sponsor**

\$15,000

- Recognition in the green room on signage – sole logo.
- Recognition on all general Summit signage (all sponsor logos).
- APTA will provide water/snacks in green room on behalf of the sponsor.
- Recognition on event invitations/promotional materials (hard copy or digital).
- Opportunity to provide brochures/branded giveaway item in the green room.
- Invitation to attend PTPAC Reception that evening.
- Recognition within event invitations and other promotional materials (hard copy or digital).

# APTA Centennial Lecture Series

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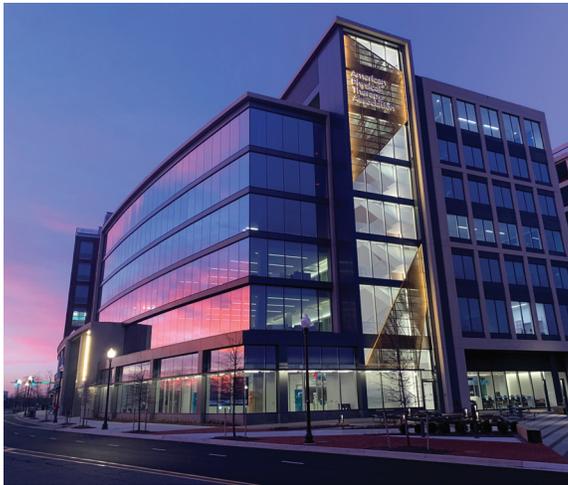
The APTA Centennial Lecture Series is a continuing education series featuring recognized leaders on topics in clinical practice, practice management, payment, and innovation. Lectures are being held virtually and at our new headquarters, APTA Centennial Center, in Alexandria, Virginia. Courses will run virtually through August, and then be live in September and October. Courses will also be recorded and posted on the APTA Learning Center.

## **Sponsor Benefits (for virtual; live events are SOLD)**

Fee per lecture/sponsor: \$3,000

- Logo on all email marketing promotions for that lecture.
- 15-second pre-roll sponsor video added to online version of the session.
- Acknowledgement on Centennial Lecture Series page of APTA's centennial website.
- Logo on that section of the APTA Learning Center, where the recording of the session will be placed for future viewing.
- Opportunity to offer a raffle or some type of engagement point that would collect attendees' contact info; attendees would need to opt-in.

# APTA Centennial Center Recognition and Dedication Opportunities



In January 2021, APTA officially opened its new national headquarters, APTA Centennial Center. The state-of-the-art new building aligns 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 supports 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 to benefit diversity, equity, and inclusion. Naming rights donors are subject to a naming rights agreement that will span no more than 25 years.

## Conference Center - SOLD

The marquee naming opportunity in APTA Centennial Center is the seventh-floor conference center, with windows facing north toward the Washington, D.C., skyline. With a maximum capacity of 300, the space can be divided into two smaller conference rooms. Naming rights are available for a gift of \$250,000. This opportunity has closed.

## Board Room - SOLD

The formal board room on the seventh floor is a distinctive meeting space for special appointments. Naming rights are available for a gift of \$100,000. This opportunity has closed.

## Rooftop Terrace

The rooftop terrace is located on the seventh floor and offers a spectacular view of the Potomac River and the Washington, D.C., skyline, ideally designed for special events. Naming rights for the rooftop terrace are available for a gift of \$500,000.

## Seventh-Floor Meeting Room

Located in the southwest corner of the seventh floor, near the conference center, this meeting room seats five individuals. The room will be used primarily for staff meetings and other APTA events. Naming rights are available for a gift of \$40,000.

## Fourth-Floor Conference Room

Located within APTA's fourth-floor office space, this conference room seats 12 individuals. The room will be used primarily for staff meetings and other APTA events. Naming rights are available for a gift of \$40,000.

## Third-Floor Conference Room - SOLD

Located within APTA's third-floor office space, this conference room seats 12 individuals. The room will be used primarily for staff meetings and other APTA events. Naming rights are available for a gift of \$50,000.

## Second-Floor Conference Room - SOLD

Located within APTA's second-floor office space, this conference room seats 20 in a hollow square, with additional seating for classroom style. The room will be used primarily for staff meetings and other APTA events. Naming rights are available for a gift of \$50,000.

## Library - SOLD

Located within APTA's first-floor office space, in the APTA Member Success Center, this interactive library will feature printed materials, interactive digital tablets, and other archival materials. This space will welcome APTA members and other visitors. Naming rights are available for a gift of \$50,000.

## Atrium - SOLD

APTA's stunning lobby atrium will welcome all guests to the building and feature custom artwork. Donor recognition for the artwork is available for a gift of \$50,000.

## First-Floor Fitness Center

Located on APTA's first floor, this state-of-the-art fitness center provides staff with the opportunity to incorporate movement into their daily routines. Naming rights are available for a gift of \$30,000.

## First-Floor Bike Racks

This wall of bike racks supports staff choice to commute to work via bike – or taking a lunchtime ride – and then safely store their bike. This area has high public exposure. Naming rights are available for a gift of \$30,000.

## Community Wall - SOLD

Located on the first floor between the lobby and café area, the community wall will include the names of individuals who donated at least \$10 to the PT Fund between Jan. 1, 2020, and May 1, 2021, to benefit the Campaign for Future Generations. This opportunity has closed.