Tapping Into Talent: Innovation and Opportunity

A national conference presented by Neurodiversity at Work at Kennedy Krieger Institute

October 24–26 | College Park Marriott Hotel & Conference Center

Sponsorship | #EmployAbility2027

WHY SPONSOR

Connect and collaborate with professionals dedicated to driving workplace success. As a sponsor, you will have the unique opportunity to engage with employers, nonprofit organizations, service providers, policymakers and industry leaders who are shaping the future of employment and higher education success.

The conference explores solutions that strengthen workforce development efforts and advance employment opportunities for people with disabilities and other hard-to-hire talent groups by helping employers connect with and retain talent. This conference is a catalyst for collaboration, innovation and action—don't miss this opportunity to be part of the conversation.

AUDIENCE

Kennedy Krieger anticipates an attendance of 300 professionals spanning multinational companies and organizations, from various industries and expertise. The conference offers flexible sponsorship options, including landmark, branding and social event sponsorships, to match your company's or organization's goals and objectives. If you can't find what you are looking for in the categories listed here, we can tailor a package just for you.

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Landmark Sponsorships

INNOVATION SPONSOR: $50,000

Charitable contribution: $43,700
EXCLUSIVE

- 10 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Opportunity to provide 5-minute welcome remarks before designated morning keynote address
- Priority vendor table at on-site event showcase
- Attendee list for one-time promotional use
- Social Media post recognizing your company or organization
- Your company's or organization's logo featured on or in:
  - Main session entrance signage
  - Daily agenda signage
  - Sponsorship recognition signage
  - Tabletop signage in general session room
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)
  - Post-conference attendee email

OPPORTUNITY SPONSOR: $25,000

Charitable contribution: $19,960
EXCLUSIVE

- 8 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Opportunity to provide 5-minute remarks before designated luncheon keynote address
- Priority vendor table at on-site event showcase
- Social Media post recognizing your company or organization
- Your company's or organization's logo featured on or in:
  - Sponsorship recognition signage
  - Tabletop signage in general session room
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

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IMPACT SPONSOR: $15,000

Charitable contribution: $11,220
EXCLUSIVE

- 6 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Recognition from the podium during conference opening remarks
- Vendor table at on-site event showcase
- Social Media post recognizing your company or organization
- Your company's or organization's logo featured on or in:
  - Awards luncheon napkins
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

ACCESSIBILITY SPONSOR: $7,500

Charitable contribution: $5,610
UNLIMITED

Accessibility Sponsors support accessibility features such as captioning, sensory-friendly spaces, accessible event materials, assistive technology and other accommodations to help ensure all attendees can fully engage in the conference experience.

- 3 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Sponsor acknowledgment during accessibility announcements
- Branding associated with on-site Sensory Room signage
- Vendor table at on-site event showcase
- Your company's or organization's logo featured on or in:
  - Sponsorship recognition signage
  - Tabletop wayfinding signage
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

MOMENTUM SPONSOR: $5,000

Charitable contribution: $3,740
UNLIMITED

- 2 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Branded tabletop coffee station signage
- Vendor table at on-site event showcase
- Your company's or organization's logo featured on or in:
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

This conference **empowers employers** to build a dynamic workforce and enhance the workplace.

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ADVOCATE SPONSOR: $2,500
Charitable contribution: $1,870
UNLIMITED

- 1 complimentary registration
- 1 promotional item (sponsor-provided) included in conference bag
- Your company's or organization's logo featured on or in:
  - Signage at entrance of sponsored session
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

CHANGE-MAKER SPONSOR: $1,000
Charitable contribution: $1,000
UNLIMITED

- 1 promotional item (sponsor-provided) included in conference bag
- Your company's or organization's logo featured on or in:
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

CATALYST SPONSOR: $500
Charitable contribution: $500
UNLIMITED

- Your company's or organization's logo featured on the conference website
- 1 promotional item (sponsor-provided) included in conference bag

Specialty Sponsorships

PRESENTER SPONSOR: $1,200
Presenters only

- 3 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Your company's or organization's logo featured on or in:
  - Presenter sponsor signage
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

VENDOR SHOWCASE: $1,000
Vendors only

- Vendor table at on-site event showcase
- Your company's or organization's logo featured on or in:
  - Conference website
  - Conference mobile application (along with a description of your company or organization and its website address)

Who should attend the Tapping Into Talent national conference?

- Members of the neurodivergent community
- Individuals with disabilities
- Business, nonprofit and education leaders (human resources, talent acquisition, workforce development, senior management)
- State and federal policymakers, elected officials and staffers
- Industry professionals
- Agency administrators and workforce development specialists
- Business owners and hiring managers seeking to expand their talent pool
- Service providers (including providers of services for veterans, individuals with developmental disabilities and individuals seeking second-chance employment)
- Professionals and job-seekers looking to enhance career opportunities
- Family members and mentors advocating for workplace empowerment
- Advocates and changemakers driving forward-thinking employment practices
- Educators and career development professionals
- Researchers and representatives from organizations advancing workforce strategies

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FRIENDS OF NDW27: $50–$500

Charitable contribution: 100% of contribution

Support the conference with an individual donation.

- Your name featured in:
  - Conference mobile application

Branding Sponsorships

REGISTRATION AREA SPONSOR: $25,000

Charitable contribution: $21,220

EXCLUSIVE

- 6 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Social Media post recognizing your company or organization
- Your company's or organization's logo featured on or in:
  - Registration counters
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

CHARGING STATION SPONSOR: $20,000

Charitable contribution: $17,480

EXCLUSIVE

- 4 complimentary registrations
- Social Media post recognizing your company or organization
- Your company's or organization's logo featured on or in:
  - Designated charging station
  - Sponsorship recognition signage
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

Join the collaborative conference that explores innovative strategies for **harnessing untapped talent and shaping the future of work.**

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HOTEL KEY CARD SPONSOR: $20,000

Charitable contribution: $17,480
EXCLUSIVE

- 4 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Social Media post recognizing your company or organization
- Your company's or organization's logo featured on or in:
  - Hotel keycards for all conference guests staying at the hosting hotel
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

MOBILE APP SPONSOR: $10,000

Charitable contribution: $7,480
EXCLUSIVE

- 4 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Ad and website for your company or organization featured on splash page when users log into conference mobile application
- Social Media post recognizing your company or organization
- Your company's or organization's logo featured on:
  - Sponsorship recognition signage
  - Conference website
  - Back of shirt worn by event staff members

WI-FI SPONSOR: $5,000

Charitable contribution: $3,740
EXCLUSIVE

- 2 complimentary registrations
- 1 promotional item (sponsor-provided) included in conference bag
- Wi-Fi network password customized by sponsor
- Social Media post recognizing your company or organization
- Your company's or organization's logo featured on or in:
  - Conference website
  - Back of shirt worn by event staff members
  - Conference mobile application (along with a description of your company or organization and its website address)

To become a sponsor, visit: KennedyKrieger.org/NDW-Sponsor
Sponsorship commitments are due by **September 1, 2027**.

Have questions or need more information?
Please email **NDatWork@KennedyKrieger.org** or visit:
KennedyKrieger.org/NDW27